CITE AS XMAS ISSUE

DESIGN

PATENT OFFICE
Xmas. Issue
NOV 10 1941
Design Division

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GIFTS + NOVELTIES

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XMAS ISSUE

Gifts

from

LEWIS & CONGER

NEW YORK'S LEADING HOUSEWARES STORE

6th Avenue at 45th Street, New York City

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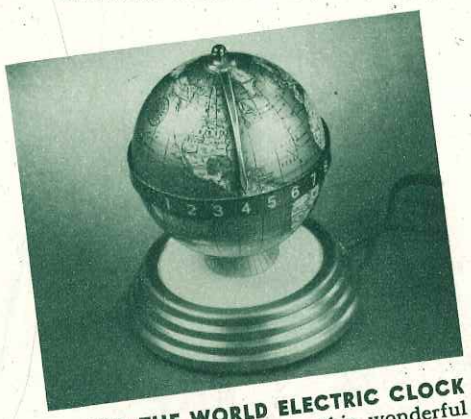
Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

GIFTS FOR MAN OR MAID

BE–Give your motoring or travelling s handsome, fringed wool auto robe – weight and warm. 54 x 72 inches. Fold t into its brown suede zipper case and a comfortable pillow. Convenient strap ag, **5.95**

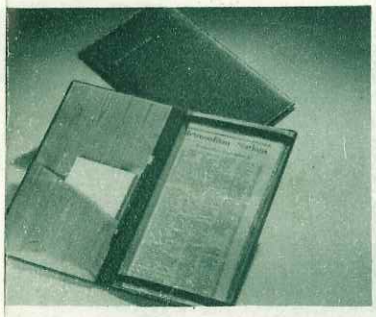
HE'S IN THE ARMY NOW! – So send him this smart cigarette case covered with actual Army uniform cloth – or with the Navy blue – with the Army, Navy or Air Force insignia in miniature, **3.50.** Zippo lighter lights cigarettes, pipes and cigars – and won't blow out even in a gale! Satin chromium. With 3 initials, **3.00;** Plain, **2.00**

VER COULD ADD!"–Here's a lucky for artistic, non-arithmetical souls– ne Adding Machine! Now they can rocery bills and get *right* answers. , in leatherette pouch, **9.95.** In case: me, **11.95.** Gold plate, **13.95**



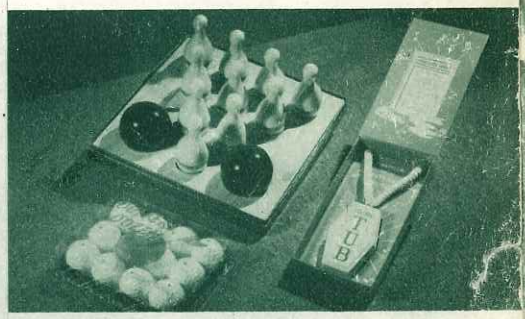
ROUND THE WORLD ELECTRIC CLOCK – When it's 8 P.M. here this wonderful time piece also tells you what time it is anywhere else in the world! Fine for foreign broadcasts and long-distance 'phoning. 6½" high; Catalin and chrome base measures 5" in diameter, **3.95**

WHEN CAR WHEELS SPIN in snow, mud or ice, Auto Raft is a priceless aid. Your friend will bless you for this most original and unusual gift. Graduated lengths of hardwood held with chain, it saves many a tow-in bill. In water-proof bag, **1.95.** A pair would be doubly welcome, **3.90**



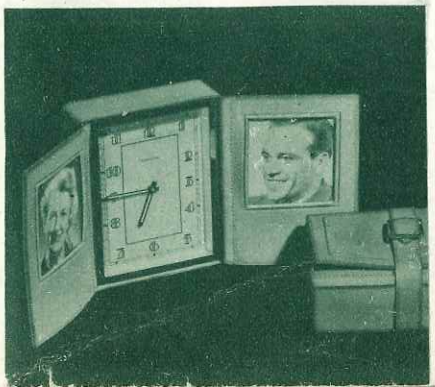
FOR TUNERS-IN–Moire lined leather Keeps the paper's weekly radio pro- andy in decorative portfolio. Shows lay's schedule at a glance. With pad ncil. Green, brown, or black Lambskin, atural Pigskin, **5.00**

NEW "LULLABY" RADIO-BED LAMP – Read luxuriously to sweet music. Clear-toned, 5-tube superheterodyne radio with concealed-tube bed lamp for glareless light. Clamps easily to head of bed. When ready for sleep, just reach up; separate switches control radio and lamp. Needs no aerial or ground – just plug in. Ivory or brown plastic, AC-DC, **19.95**



SOAP SET-UP – Humor your "athlete" with a box of excellent soap portraying his favorite sport. Set of duck-pins and balls, realistically colored, **2.95;** the "duffer's dozen" golf balls, **1.00;** or a "mike" the showerbath tenor can hang 'round his neck by the handy cord, 2 for **1.00**

AKES TRIPS beau- in a tailored calf- case, which opens photograph frame ll. Closed, it meas- " x 3½". Open, on side of the accurate it pictures the ones natter to homesick ers, **5.00.** De luxe with luminous dial arm, **7.95**



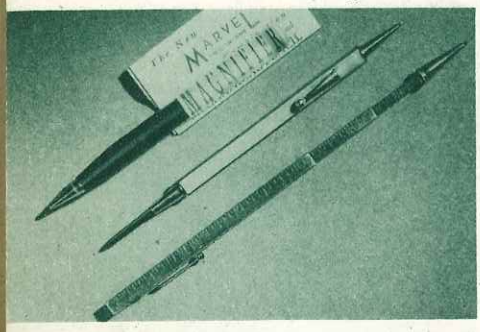
NEW GADGET FILLS OLD NEED – Soda-Mizer cleverly turns any bottle of soda or ginger ale into a perfect syphon. Remove cap; lock on Soda-Mizer. Press button in center of colorful plastic top and beverage "syphons" 'til you have enough. Rest retains its carbonation indefinitely. Red, blue or black with transparent tenite tube. 2 for **2.00**

Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

MORE MR. OR MRS. GIFTS

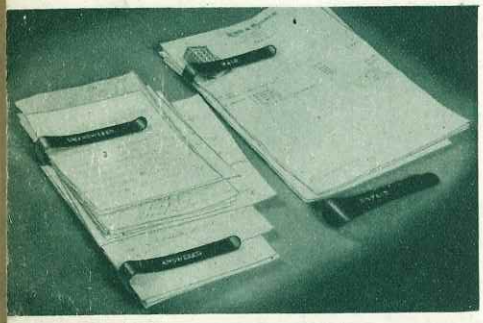
BURDENLESS READING–Ponten Reading Stand does everything but read the book for you! Quickly adjusted to hold a book at the height, distance and angle *your eyes* like! The shaded bulb adjusts, too. For reading in comfort, in bed or easy chair. Ivory, green or brown enamel, with light, **4.95.** Without light, **2.95**

NON-SLIPPING PROP-PILLO – Braces you steadily and comfortably at any reading angle. Metal frame within well-upholstered, Kapok filled pillow prevents sagging. In wine, blue, green, eggshell or peach rep, **7.95.** Peach, blue or eggshell quilted satin, **10.00**



AMAZING NEW PENCILS–Foot Rule pencil has 3 telescoping sections which pull out to 12", **5.75.** Magnifying pencil helps read small type and find phone numbers. 2¼" size, **1.00;** 5" size, **2.00.** Versatile leather-covered pencil has 4" ruler along its middle, and a small, sharp knife blade that turns back inside. **2.50**

"PLEASE LET ME SLEEP" say these two charming little sleep signs; the third says "Wake me at–" and you move the hands to the hour you choose. Tôle, hand-painted in dainty pastels; silk cords to hang them on the doorknob. "Clock-face" model, **3.00;** others, each, **1.50**

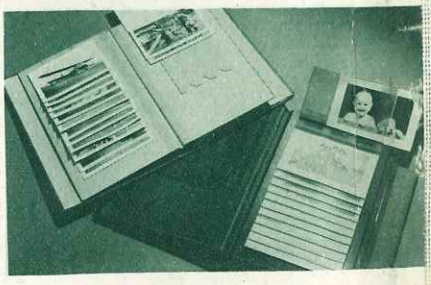


DESK CLASPS – Valuable aids in keeping home records orderly are these 4 big clips. They keep desk drawers neat, sort out "Paid" from "Unpaid" bills, "Answered" from "Unanswered" mail. Covered with fine tan, green or black leather, lettered in gold. Set, **3.95.**

PREPAREDNESS KITS– First Aid is no farther away than the dashboard compartment when you own Car-Doc, the compact little zippered case (right) with all the necessaries, **4.95.** The Wall model (left), for bathroom or kitchen, is a good "home" gift, **2.95**

COFFEE STAYS HOT – in the vacuum Thermos bottle lining of this chrome Coffee Server. It will gratify the particular friend who detests her (or his) coffee lukewarm. Has attached lid. 2 cup size, **8.00;** 4 cups, **10.00.** 6 cup size, **11.50**

YES, 224 PICTURES – That's the capacity of Fotofolio (left), slender album that swings 28 pictures from gummed hinges on each page. It takes any sized prints. Genuine leather, brown or black, **5.00;** leatherette, **3.00.** With "Easiest Way" Fotofolio (right), you slip 2 pictures, back to back, in each protective, transparent envelope. Holds 96 pictures, either 3¼" x 5¼", or 3⅛"x4⅛". Leather, **5.00;** leatherette, **3.50**



ALL-IN-ONE TOILET KITS – When you zip open the pigskin-backed clothes brush (left), you find a complete travelling toilet set; toothbrush and paste, safety razor, blades, and shaving cream, nail file, comb and scissors! Mrs. "All-in-one" (right), contains everything for the manicure. A neat, always usable gift. Each, **3.95**

VACUUM JUG SETS – Two smart styles, the streamlined Saratoga and the classic Yankee. In blue, ivory or green enamel with chromium trim. Quart size with 2 glasses and tray, **9.95.** Pint size with 1 glass and tray **7.95**

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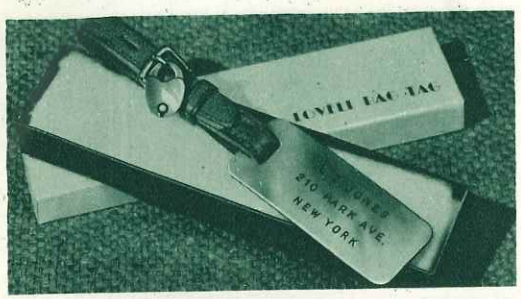
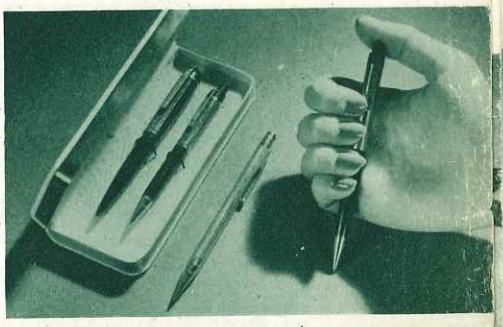
TH ONLY ONE LEG this table is more useful than ny tables with four. Resting on the chair arms, it bly supports mother's solitaire, father's figuring, junior's game. One side is smooth leatherette for iting, the other side has a rim. Height and slope e adjustable. Mahogany finish with red top or aple with brown, **5.85.** Smaller size, mahogany ish only, **2.95**

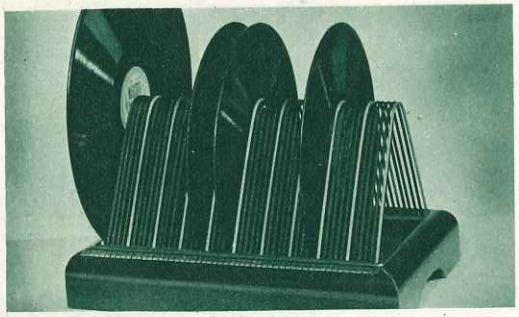
TELESCOPE SPECTACLES – Ideal gift for any game-goer, male or female – outdoors or indoors. Worn like spectacles, they don't tire your arms as field glasses do. They magnify 3¼ times. With neat leatherette case, **16.00**



LUGGAGE LABELS of metal, with names in black, protect travellers from losing luggage. Attached by leather strap with padlock. Nickel-silver, **1.50;** silver-plated, **2.50.** Engraving, **5c** a letter.

SHARPEN PENCIL WITH YOUR THUMB – Any time you need a new lead, just press Eversharp's top. It holds plenty; three fillings last a year. Stainless Steel and Black, **2.00.** Gold plated, **5.00.** Eversharp Pen and Pencil Gift Set–man's or lady's size, **8.75**

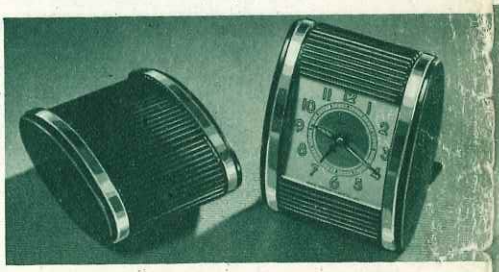




50 FAVORITE RECORDS fit into individual, numbered slots of this handsome walnut rack. Flexible, cushioned separators prevent injury to your favorite recordings. 13″ x 10″ x 5″, **2.95.** Sapphire needle plays 500 records without a scratch, **1.50**

SAVE MANY A FALL – Save-a-fall Foot Grip gives a safe, non-skid foothold. Protects against painful tumbles. Clings fast to the bottom of the tub with 56 suction cups. White, Green, Maize, Blue, Peach, **2.00.** Matching Hand Grip, **1.45**

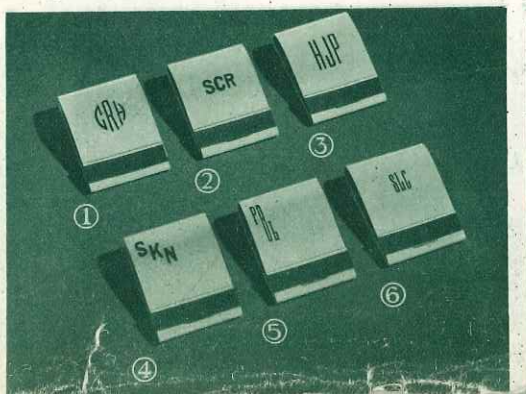
TRAVELING ALARM CLOCK – Roll top closes and protects crystal face and luminous numerals. Opened, it makes a good-looking bedside clock. Black and chrome, **3.95;** ivory and chrome, **4.45**



JIFFY COIN PURSE – The four slotted compartments hold pennies, nickels, dimes and quarters. You pick out in a jiffy the exact change needed without disturbing the rest. Space in back for bills. Snap-button style, pigskin, **1.50;** black or brown calf, **1.00.** Zipper-closed style, finest pigskin or pinseal. **3.00;** brocaded kidskin, **4.00**

MONOGRAMMED MATCHES–Tell us your friend's initials (underlining surname letter), designate style number, and color for covers and monogram. Gold, Silver, Black, White, Green, Blue, Red. 50 Standard match packs, **3.50;** 100, **5.00.** Miniature 50 packs, **2.50;** 100, **4.25**

FOR PRIVACY, "HUSH-A-PHONE"–Makes the telephone as private as a booth, safeguards confidential conversations. It's a perfect gift for the business man or the large-family-one-telephone-home. Hush-a-phone snaps conveniently on the transmitter. In black Bakelite, weight 5 oz., **10.00.** Model for stream-lined hand set also, **10.00**



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PAGE 4 "Gifts" Catalog, Xmas issue

Lewis & Conger

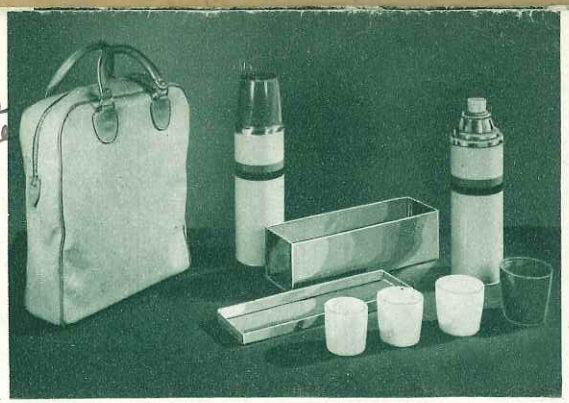
6th Ave. at 45th St., New York

Telephone: VAnderbilt 6-2200

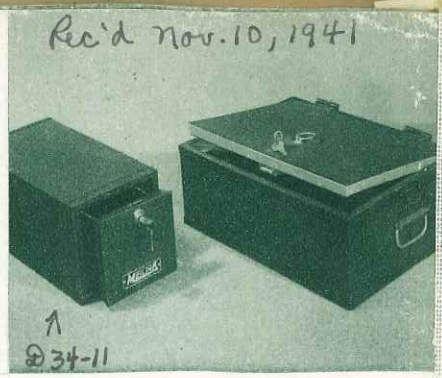
Rec'd Nov. 10, 1941

GIFTS FOR ANY STOCKING

P. 4

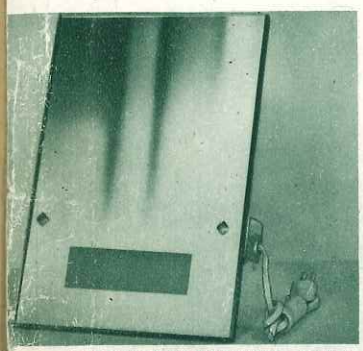


SMART WAY TO CARRY PICNIC LUNCHES – A present to use the year 'round on picnics, at football games, and on motor trips. Leatherette kit contains 2 quart vacuums. Roomy brass food or sandwich box in middle. Complete, **6.95**



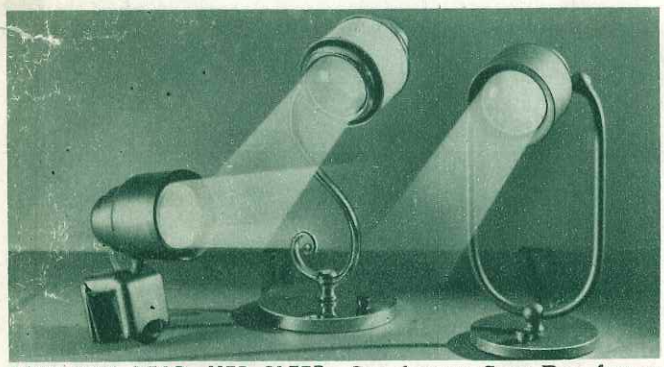
D-34-11

SAFE AT HOME – The one who gets t Home Safe Deposit Box for Christmas v enjoy peace of mind as concerns valua papers or jewelry. It's built by Meilink w thick walls and safe, well-constructed lo Drawer-type, **7.50.** Larger chest, **12.00**



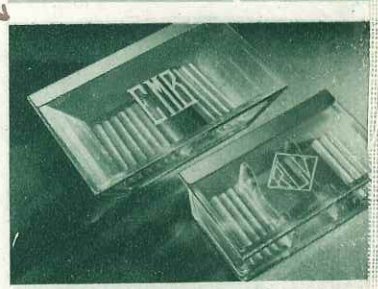
A TRULY REVEALING GIFT – Far superior to most other shaving or make-up lighting arrangements. Hollywood mirrors light the features with an easy-on-the-eyes, indirect floodlight, making sure a flawless facial grooming. Left, Dressing Table model for women, 9″ x 12″, **5.95;** 12″ x 15″, **9.95.** Right, Shaving Cabinet for men; white enamelled metal, 8″ x 11″, with space inside for razor, soap, etc., **5.95**

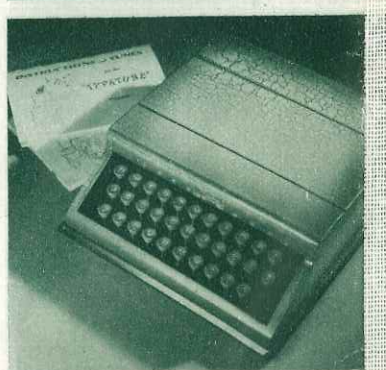
NEW PORTABLE RADIO PLAYS ANYWHERE – The new Zenith Portable brings Fred Allen to the trout stream, the steamer deck, the train, the plane! Indoors you can save the batteries by plugging it in. Airplane cloth, leather handle. AC-DC, **29.95.** Magic Silent Ear lets you enjoy a radio program privately, while one next to you reads or sleeps undisturbed. Installs in any radio. **9.75**



LETS HIM READ, HER SLEEP – Our famous Spot Ray focuses good light on the book only, leaves the rest of the room completely dark. (Left) clamps to head of bed, bronze lacquer, **4.50;** bronze or chrome-plated, **6.50.** (Center), Bedside table model, bronze or beige lacquer, **6.95.** (Right) U-shaped table model, bronze lacquer, **4.95;** bronze or chrome-plated **6.95**

UN-LOSABLE LIDS – These extremely smart and substantial crystal cigarette boxes have hinged lids, so they'll not be left uncovered to dry out Particular Paul's cigarettes. Price includes a 3-letter monogram. Two-compartment type with sloping sides, 5½″ x 8½″, **6.50.** 3-compartment type (right), **5.00**

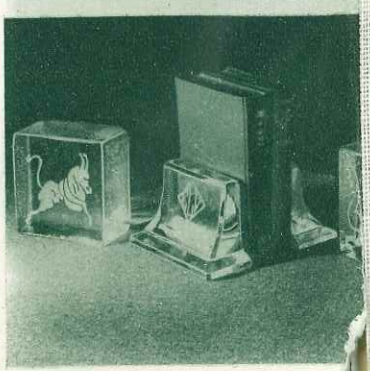




TYPE-A-TUNE – If you can read your alphabet you can play this "piano"! A little book goes with it; you hit the keys as they are lettered in the book, and out comes a pretty tune! You can even play chords, **10.95**

COMFORT IN THE STADIUM – Clever gift for a football fan – this suede-cloth snuggling-bag, complete with sponge-rubber cushion. It has a plaid lining and zips up to the waist, keeping the occupant toasty-warm. Brown or blue, **6.95.** Double size for a two-some, **9.50**

ZODIAC CRYSTAL BOOKENDS–Strikingly beautiful in their simplicity are these solid blocks of moulded glass, each pair etched with a Zodiac sign. Be sure to mention the birthday, so we can send the astrologically correct bookends. Pair, **5.95.** Clear Crystal Bookends with cut monograms. Pair, **5.50**



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6th Ave. at 45th St., New York
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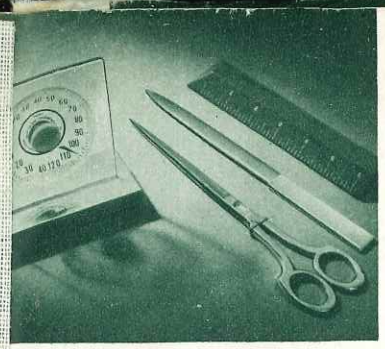
FOR HAPPY HOME MANAGERS

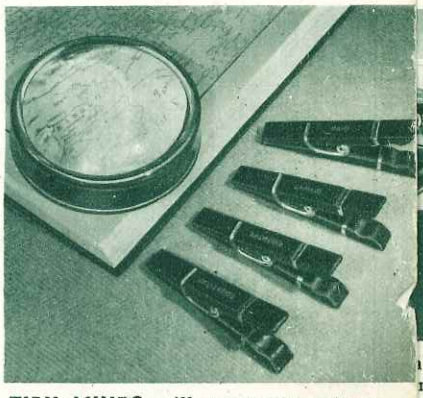


LEEK DESK ACCESSORIES – a temerature-teller of glass set in a sterling ilver base–modern and beautiful, **5.00.** he scissors and paper-cutter slide eatly into the Florentine leather case hose top is a ruler. The set, **6.00**

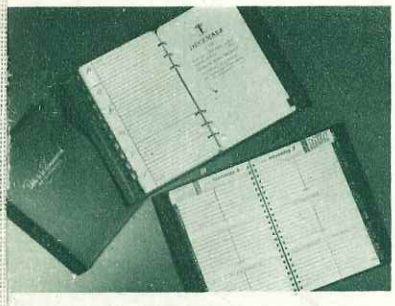
DIAL THE NAME – What a wonderful gadget, the Dialist! When you want to call your favorite housewares store, you just dial "L", and this magic phone-index springs open to the very page where you've written Lewis & Conger, VAnderbilt 6-2200! Card pages can be renewed. Dialist has rubber feet to protect the table-top. Brown with gilded Dial and trim, **1.50**

I CAN'T SEE THE NUMBERS" – But ey can with an Illuminated Reading ass. This 3" magnifying glass hides flashlight in its handle and illumiates the tiniest print, even in the lark, **3.00**

TO FILE PERSONAL MAIL – Letters she wants to save will always be in handy reach if filed in this steel case, covered with embossed brown leatherette. Locked secret compartment provides space for insurance and other confidential papers. 13" x 11½" x 4¼", **3.95**

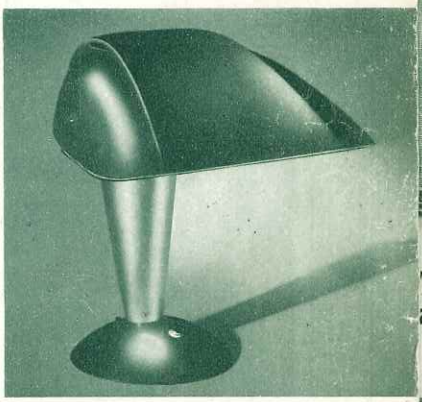


TIDY MINDS will appreciate these leather covered, clothespin-style desk clips. Set of 4, marked *Answered, Unanswered, Paid* and *Unpaid* in red or blue, **4.00.** Matching 3¼" reading glass, which also serves as a paper weight, **2.00**

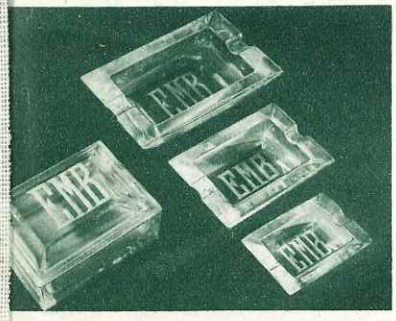


WHAT DAY DID WE sail for Bermuda? When is Aunt Lucy's birthday? When did Jack take his first step? The little book "Dates To Be Remembered", records such personal data. "The Week At A Glance" is another helpful book, with space for appointments, daily record, memoranda, addresses. In wine, green or blue leather. Each, **4.00**

ROLL OUT THE BLOTTER! It's fun to use this handy little roll blotter with handsome Florentine tooled leather case – just roll it across the wet ink. 40 layers of blotting paper that last a long time. An original gift idea! **2.95**



NEW SAFETY FOR A STUDENT'S SIGHT – With this modern Polaroid Desk Lamp even weak eyes can study far into the night without eyestrain. Polaroid magically removes the glare, banishes eye fatigue, shows colors as they are. Walnut or black, **9.75.** Smaller Budget model, paper shade, **2.95**



CIGARETTE CONNOISSEURS prefer ash trays like these with grooves to keep cigarettes horizontal so smoke doesn't curl back into them. And they will reflect the highlights of her polished tables with a handsome dignity. Price includes a 3-letter monogram. Box, **4.50;** set of 3 trays, **4.50**

TIMELY TRIO OF GIFTS–Perpetual Calendar in impressive saddle-stitched, hazel-pigskin frame, **5.50.** Letter-opener with magnifying Lucite handle, in matching pigskin sheath, **3.00.** The Calendar Clock tells both date and time at a single glance, **5.00**

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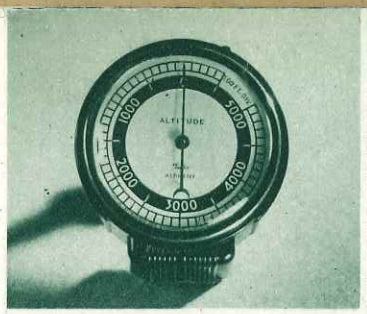
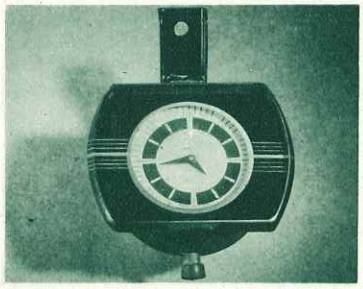
FUN FOR AUTO FANS



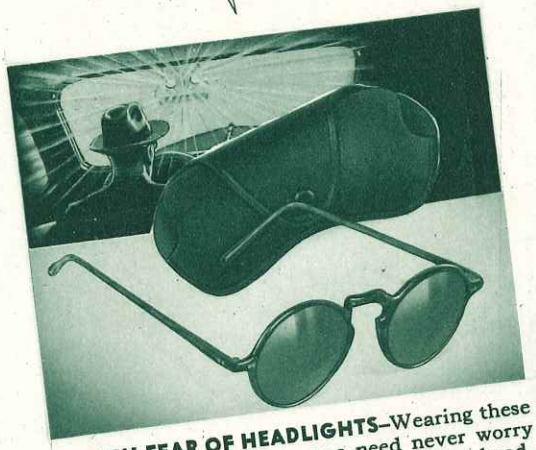
HOW HIGH WAS THAT MOUNTAIN? Your touring friends will have some new notes to add to their trip log if you give them this neat auto altimeter. Measures up to 5000 feet in 100 foot divisions. Fits on dashboard. Brown plastic, chrome trim, **5.00**



THE RIGHT TIME – RIGHT BEFORE YOU – A handsome auto clock any careful driver will appreciate. Quickly attached to windshield, he can read it safely while skimming along. Modern gunmetal glass front. 30-hour pull cord wind. **3.95**

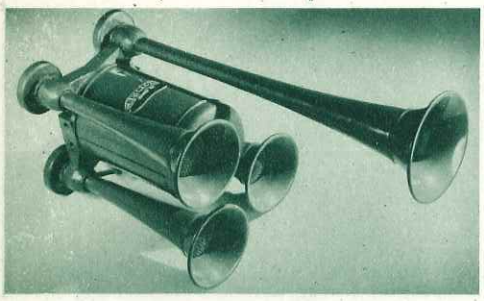
IT'S A REAL THRILL for to get his own auto lic actly reproduced in miniatu this Sterling frame with Ster ring for car keys, **2.50.** Increase his thrill by having *either* his initials *or* a snapshot of Baby i secret panel on back, **3.00.** (License number is easily changed from year to year).

MAP-FOLLOWING MADE EASY – Good-looking case of rust or black cowhide shows ¼ of folded map, protected under "Vue-pak". Space in back for 6 more with colored pencil to mark his route, **4.95.** In pigskin, **9.50**

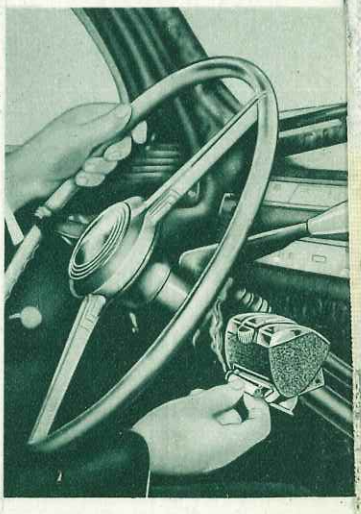


BANISH FEAR OF HEADLIGHTS–Wearing these remarkable new glasses, one need never worry about the merciless glare of approaching headlights. Safety glass lenses, dark at top and clear at bottom. Tip your head – glare disappears. With case, **2.50.** Model for spectacles, **2.50**

FOR SNACKS WHEN MOTORING – These Auto Trays hook on to the car windows and provide steady, roomy lunch tables. Easy to put in place. Fold flat to tuck away. 2 for Roadsters, **1.95;** 4 for Sedans, **3.85**



TRAFFIC CHARMER. Even the cop smiles at the car that blows a pleasant tune his way! Musical horns play the opening notes of favorite tunes. Easily installed under hood. 13″ long, 6″ wide. Tunes: "Sidewalks of New York", "Anchors Aweigh" or "A-hunting We Will Go", each **24.95**



TO ONE WHO SMOKES WHILE DRIVING – Give a Pres-a-Lite for Christmas. An automatic lighter that can be attached to the steering wheel in 2 minutes. Delivers a lighted cigarette to the driver while he (or she) keeps eyes on the road and hands on the wheel. Gun metal or black with chrome, **4.95;** walnut with gold, **6.95;** black plastic, **2.95**

HAVE YOUR TOLL READY – This clever little coin-clip-and-car-key-ring holds 5 dimes, and 4 quarters or 4 nickels, ready for your parkway-toll paying. Sterling, **3.00.** Leather case locks car keys securely, yet quickly removable. Has pocket for auto licenses. Cowhide, black or brown, **2.00**

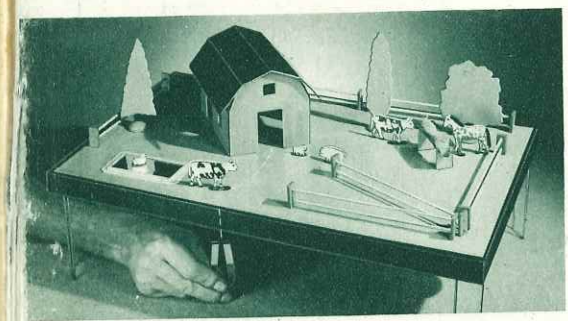
CAR NAP PILLOW – Allows a back seat driver to doze in comfort, without fear of waking with a stiff neck. Pleasantly soft pillow curves 'round her neck and ties in front. Cover with zipper. Kapok filled; grey or brown, **2.95;** De luxe, down and feather filling, **4.95**

Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

GOOD GAMES TO GIVE

SCORE A GRAND SLAM by giving someone this husky Bridge Table–one pull on any leg opens all four. Mahogany finish with white or brown leatherette top, **4.50;** the folding chairs to match, each **4.75.** Horseshoe base of the flexible-neck Bridge Lamp encircles table leg to bring light close. Black or ivory and chrome, **12.50**

PUTT-MASTER FOR THE GOLFER – Movable center discs make this 7 ft. putting green just as variable and tricky as mne regular greens. The balls return to the player's feet. Provides superlative practice for both putting and chipping. Complete with instructions for 9 hole competitive match, **15.00**



TOY THE GROWN-UPS WILL ENVY! – Remotrol Farmyard is as entertaining a toy as we've ever seen. Pass the magnet under the board and behold your power! You can move the cows, horse, dog, pig and duck around the barnyard at will, **2.95**

FOR HIS POKER PARTIES – A table to make any host proud. Has large baize top and compartments for eight players' chips. 48″ in diameter, 28″ high, with folding legs, **28.50.** Top only, to fit over card table, **24.50**

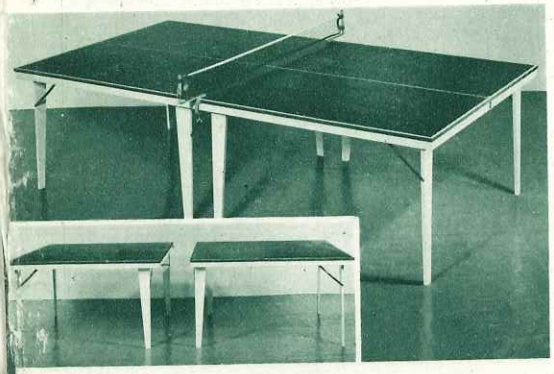
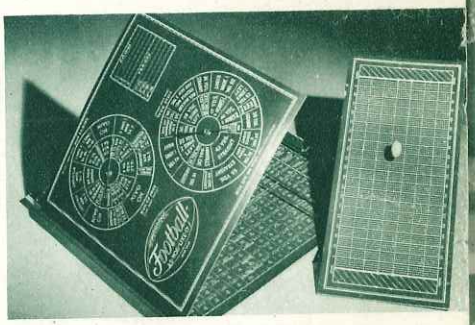
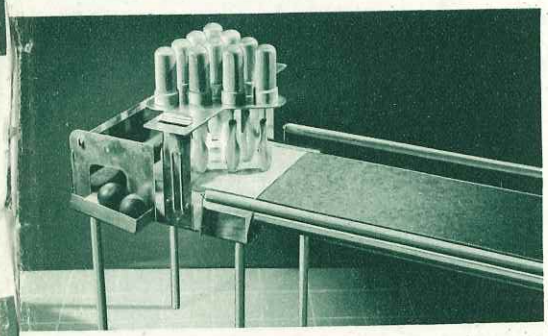


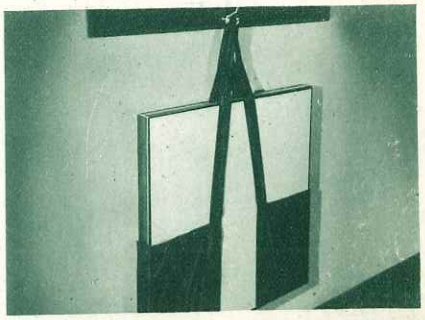
TABLE IS TWINS – Fasten the two together and the ping pong champs have all the table they could wish for. Separate them and you have useful tables for foursome games or for serving the refreshments! Together, they measure 5 ft. x 9 ft. Five-ply tops, of course! **32.50**



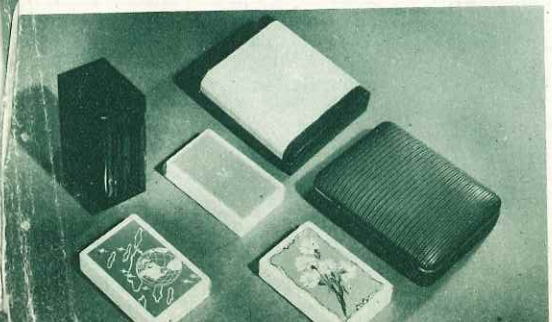
FOOTBALL GAME to play on a table; spin the dial for the kick-off and then demonstrate your skill on the huddle board. Keeps two armchair quarterbacks engrossed for hours. **2.00**



A MAN-SIZED BOWLING GAME with an alley nearly 9 feet long! Magnetized pins fly up into rack at top when you strike them. Easily set up, it challenges the skill of young and old, bowlers and non-bowlers. Play regular or make your own rules. Complete, **14.95**



CARD TABLE SUSPENDERS – Hang 'em from a hook in the closet – off the floor, out of the way, safe from scratches. Of strong blue canvas, **1.50;** pair, **2.85**



KEM CARDS – A really lasting gift for any Contract or Poker addict. One deck outlasts ten dollars' worth of the finest paper cards. Indistinguishable from new, even after hundreds of games. Non-markable. Non-porous. Stainless, germless, and washable. Two streamlined decks in roll top box, **6.50.** Standard decks in black plastic case, **6.00;** in striped jewel-box case, **6.50**

Lewis & Conger
6th Ave. at 45th St., New York
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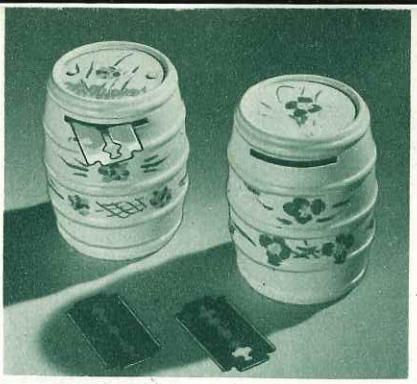
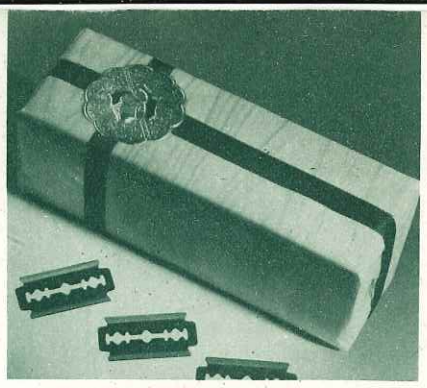
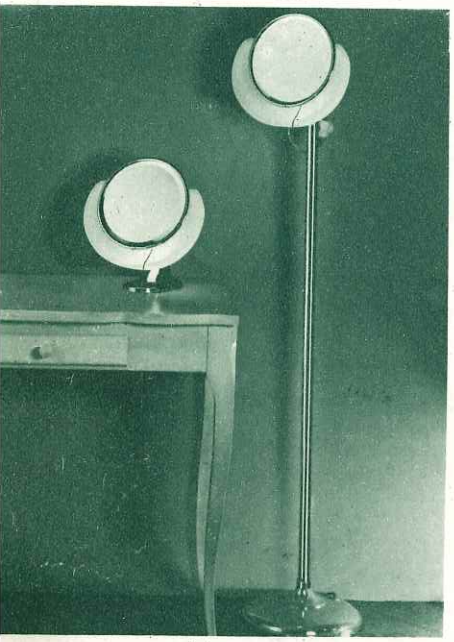
WHO SAID MEN ARE DIFFICULT?



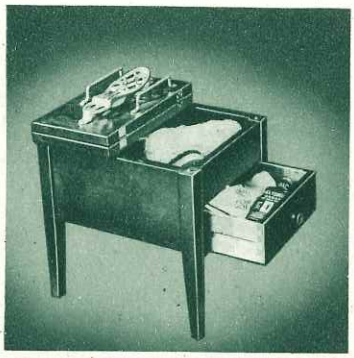
FOR USED RAZOR BLADES – Razor Blade Banks end this nuisance. Hold 2 years' discard and prevent cut fingers. Hand decorated in green, blue, ivory or black over metal, **1.00**



HOLLOW GROUND RAZOR BLADES –These newest safety razor blades owe their durable, extra keenness to their hollow-ground edges – like a barber's razor. A gift package of 100 means a whole year of smoother, more comfortable shaves. **2.00**



HE WON'T GROUSE ABOUT SHAVING once he has an indirectly-lighted Hollywood Mirror. Its bright glareless light illuminates his whole face, insuring clean shaves. Adjustable-height floor model of sleek chrome, **24.50;** with magnifying mirror, **29.50.** Table model (also hangs on wall), **12.00;** with magnifying mirror, **17.00;** with both, reversible, **22.00**

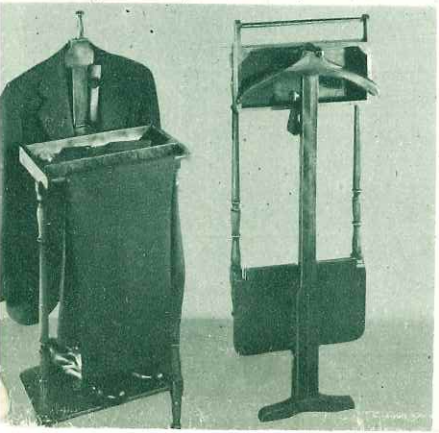


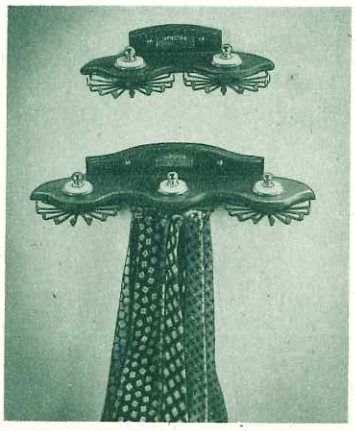
FATHER POLISHES HIS OXFORDS and Junior is encouraged to be neat. Chrome foot-rest is at convenient height and steady. There's ample space for brushes and cloths. Drawer holds polishes. Closed it's a handsome bathroom stool. Maple, mahogany or white finish, **9.75**

COMPACT TRAVEL KIT – See what it holds! Everything for overnight – comb, brush, toothbrush and paste, razor and blades, shaving cream – *and* a good New Haven clock with unbreakable crystal besides! Welcome gift for the travel-minded male. Stitched cowhide, **7.50**

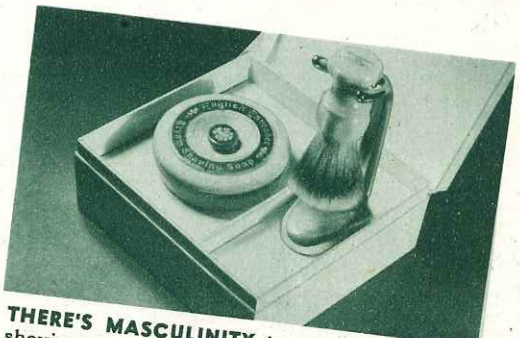
BEAUTY TO A MAN'S TASTE–the clear, streamlined simplicity of Du Pont's Lucite wins the hearty approval of modern-minded males. Hairbrush, **6.00;** clothes brush, **5.00;** comb, **1.40** – or the complete set for **11.95**

FOLD-UP TRAY VALET – This obliging stand holds a man's entire costume in neat, time-saving array. Coat hanger adjusts its height for a tail-coat. Tray holds studs and change. In mahogany, walnut, or maple finish, **14.75**





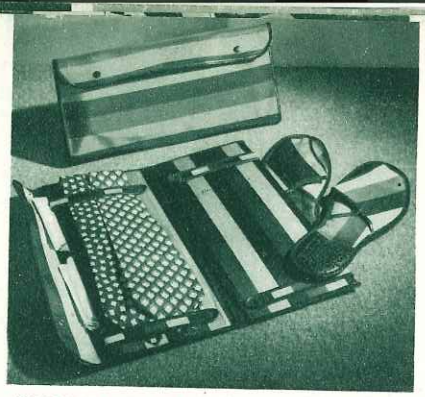
TYROTORS KEEP TIES UNRUMPLED – each on its individual spindle. Spinners revolve – easy to choose the right one. Walnut frame. "Double," only 8½" wide, holds 32 ties, **2.00.** "Triple" for 48 ties, **3.00**



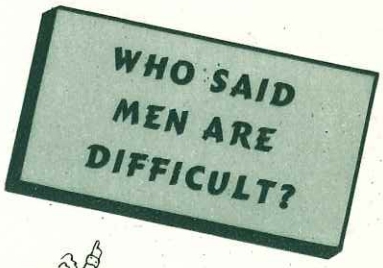
THERE'S MASCULINITY in a wooden bowl of shaving soap – and there's good sense in a holder that allows a shaving brush to "hang" rather than sit, for drying. Add an Eveready rubber-set brush and a handsome gift box – well, some gentleman is going to be mighty pleased on Christmas day! **3.75**

Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

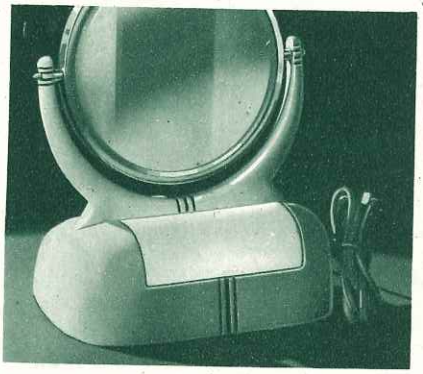
L & C SHOE-CLEAN KIT – For military men or other travelers. Brush for cleaning and polishing, 2 tubes of polish, cloth and shoe horn, all in trim little zipper case. Tan cowhide, **4.95**



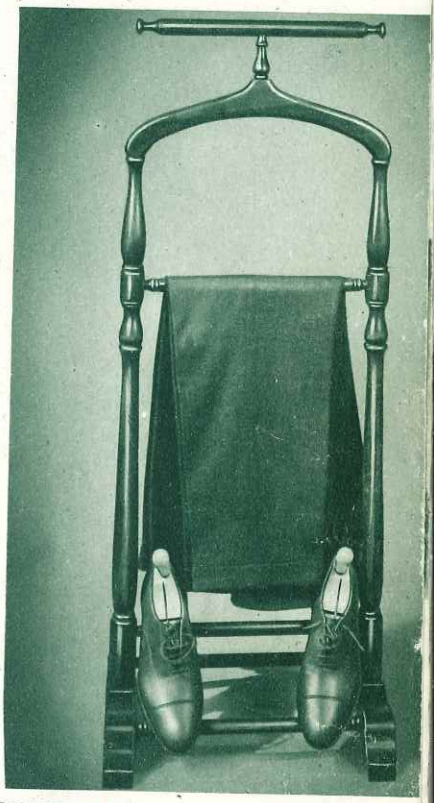
PULLMAN SLIPPERS – in striped silk case which also holds the well-dressed traveller's ties and handkerchiefs. A sensible and good-looking luggage accessory. Blue - maroon or green, **3.50**



ELECTRIC CLOTHES PRESSER–mighty handy for a quick press and a sharp crease–to say nothing of saving a tailor's charge. Just slide it up and down the creases. Presses ties too, **1.95**

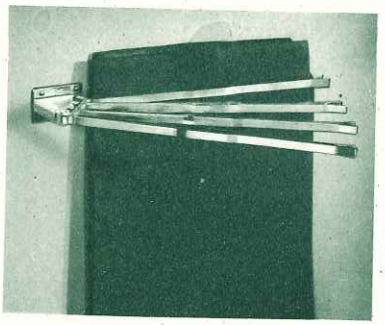


EVERY WHISKER REVEALED in this relentless shaving mirror. Diffused glareless light shines on his face from the bulb concealed in the base. Two-sided mirror – one is magnifying. Attachment for electric shaver. Ivory with gold stripe, **8.95**



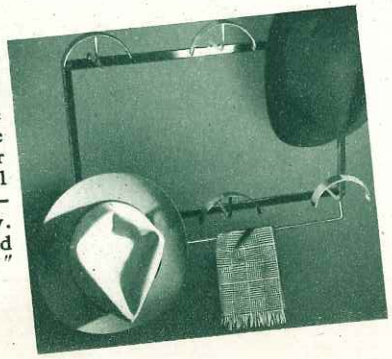
VALET RACK – Saves a man's time and temper in the morning rush by having all his clothes handy to put on without any waste motion. Also helps him to be neat as a pin. Holds his suit, shorts, shirt, socks, shoes, conveniently arranged. Mahogany, walnut or maple finish, **9.85**; chromium, **24.75**

NO MORE DARNING! – Give Mend-Sox to a bachelor, or a husband whose wife detests the darning chore. Mend-Sox neatly repairs a sock or child's stocking in 8 seconds by electrically "vulcanizing" a patch over the hole. Complete with 6 packages of patches in assorted colors, **2.45**

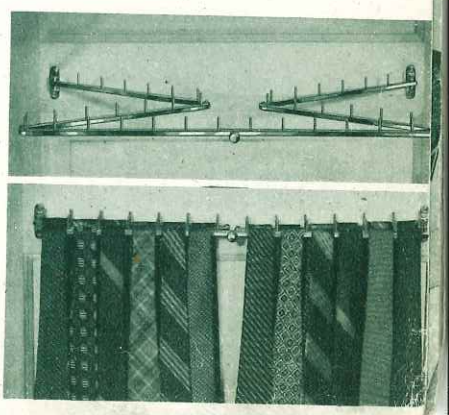


HE'LL USE THIS TROUSERS RACK constantly and with pleasure (also with gratitude toward the giver!) Holds 4 pairs properly by their cuffs. Fastens easily to closet wall or door. Chrome, **1.50**

GIFT HE DOESN'T EX-ECT often makes the iggest hit. This chrome Hat-an'-Scarf Rack for is closet door or wall olds up to six hats – afely and shapefully. Lower bar for ties and belts. 20¾" wide, 17" high, **2.50**



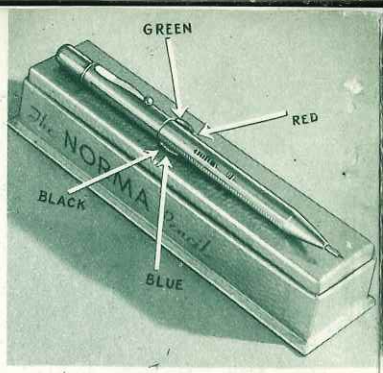
3 DOZEN AT A GLANCE – This Double-jointed Tie Rack keeps a man's 36 favorite ties neat and unwrinkled–each in a private section. Pulls out at a touch to make it easier for him to choose. Then folds back tight on door or wall. 20" wide. Chrome, **3.25**



Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

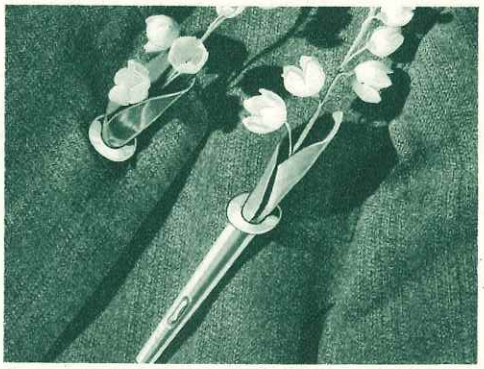
SOLVING THE MALE PROBLEM

SPORT GLASSES bring the action right to you. These modestly-priced, two-powered binoculars are an ideal gift for those who like front-row views of pugilists, leading ladies or football stars. Comfortable to wear. With case, **2.50**



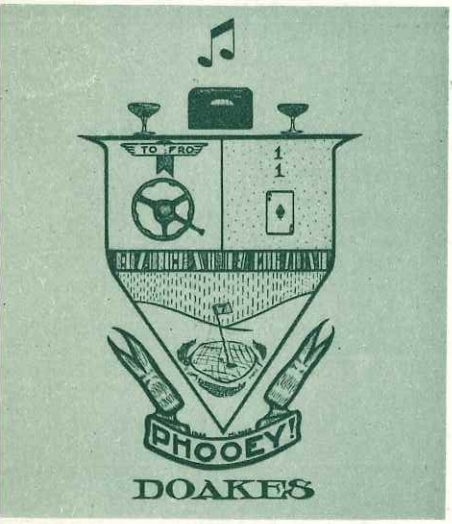
4-COLOR PENCIL – Writes blue, green, red or black whichever you choose. Merely press the proper lever. Sure to be appreciated by any male, from busy executive to schoolboy mapmaker. Monel, **3.00**; gold-plated, **5.00**; sterling, **7.50**

DRINK TO ALMA MATER – in glasses bearing your college or university seal in colors. (Specify name clearly and in case of smaller colleges better enclose a seal.) Highballs, old-fashioneds, and cocktails. Each, **15.00** a dozen, 1 week for delivery.



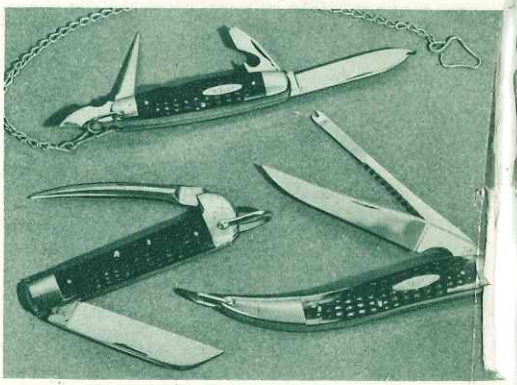
FRESH FLOWER IN HIS BUTTONHOLE – and that red carnation will stay dewy fresh all day long in this little water-holding Buttonhole Vase. Slips neatly under his lapel, out of sight. A novel gift for the businessman in your family. Sterling silver, **1.95**. With clasp for woman's jacket, **2.95**

ANY FISH TODAY? – is best answered by the Fisherman's Barometer, which lets the weather forecast tell whether your enthusiast should expect good luck or – better. Black and chromium with easel, in carrying case of airplane cloth, **5.00**



HILARIOUS HERALDRY – Your friend's "crest" done up to order with a humorous touch – an original and personal gift idea. Tell us his name, nickname, college, vocation, favorite expression, sport and hobby – we'll send you his Hobby-Crest, nicely done in vivid colors and framed in ebony. Clever and amusing – but get your order in early as individual work like this takes time! **7.50**

CHOOSE THE KNIFE that suits his way of life. Scout knife (top) has chain-and-shackle, leather punch, can opener and bottle-opener-corkscrew, besides the cutting blade, **1.25**. Fisherman's knife (right) has disgorger-scaler and cutting blade with bottle opener, **2.50**. Yachtsman's knife has stout straight blade and small marlin spike, **2.50**



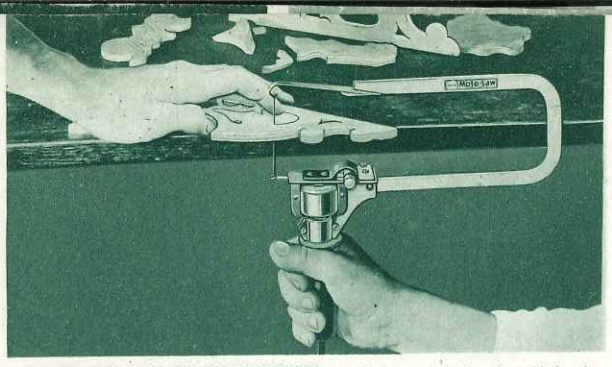
PUMP YOURSELF SOME LIGHT – Viz-Lite flashlight uses no batteries (which, as you know, may go dead just when needed). Instead, you generate the required electricity merely by squeezing the spring-handle. Easily fits pocket or pocketbook, **4.95**

FIND THE KEYHOLE – The little flashlight at one end of this clever keycase lets a fellow find his way into his home, car or garage under the most difficult circumstances, **1.00**. WRITES IN THE DARK: This pencil, with its own private flashlight, lets you jot down brilliant ideas you might otherwise forget before morning, **1.00**

Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

TO PLEASE A HOME HANDYMAN

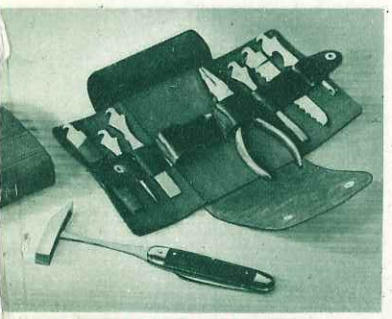
JUST ANY NAIL won't do. Nail Merry-go-round offers 12 revolving bottles filled with 12 sizes of assorted nails and screws. Easy to see them all and select the right one. Fastens on work bench or wall, **1.95**



MAKES JIG-SAW PUZZLES and does professional-looking scrollwork! Not safe for children, but puzzle fans and cellar woodworkers will get a real thrill out of Moto Saw, which operates for a clean cut at 7200 strokes a minute. With 3 interchangeable blades, **4.85.** Extra blades, 6 for **25c**

SAVES "JUICE" 'TIL NEEDED – "Emergency Flashlight" doesn't start operating until, in an emergency, you hit the metal base soundly in a certain spot. Guarantees light when other kinds of power fail. Battery operates for 20 hours. With metal holder, **2.95;** extra flashlight, **2.00**

CAMPER'S DELIGHT – A combination hunting-knife and axe which observes the camper's rule of compactness. Made by Case, ace knife man. Axe and knife blade both fit onto walnut handle. With handsome tooled leather sheath, **4.50**



AN INDISPENSABLE KIT for "tinkering tommies." It's a pocket-size brown calfskin case of thoroughly practical tools, which fit onto the knife handle. Holds a knife, hammer, brad awl, file, saw, chisel, screw driver and pliers, **5.50**

FLASHLIGHT SHINES AROUND CORNERS and into small spaces. Curved Lucite tips that screw into battery-holding handle, carry light into places an ordinary flashlight could never reach. Nice gift for a Senior-grade Handyman! In leather pocket case, **3.00**

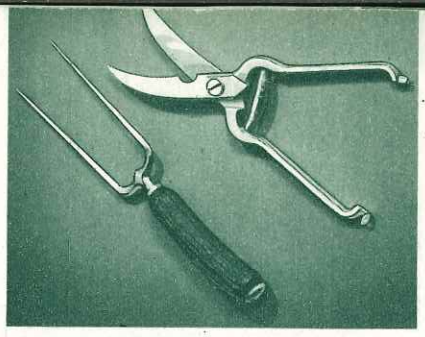
HOUSEHOLD JOB-DOERS can now have the right-sized tack handy. Walnut-topped box contains 6 good tools and 20 compartments filled with the right nails, tacks, hooks and screws, **7.95.** (Left) Wall shelves with glass jars filled with screws, nails and tacks. Also hammer and screw-driver, **4.95**

PORTABLE WELDING SET–New fields to conquer for your Household Repair Manager. He can don the goggles and go to work like a professional, on brass, copper, steel, aluminum, etc. Set has electric flame torch, metallic arc attachment, and fits into a neat case with a handle, **14.95**

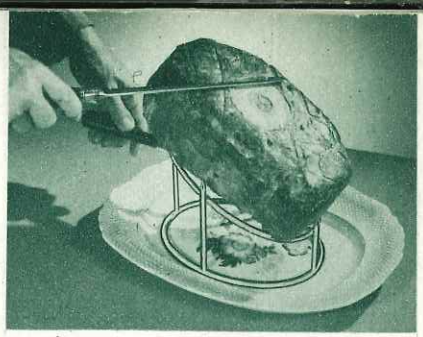
REPLATING DONE AT HOME – With this Rapid Electroplater Kit an amateur can do many replating jobs with efficiency and small cost. Restoring silver-plated pieces that have worn shabby, for example, or nickel-plated bath fixtures worn through to the brass in spots, or copper ornaments that age has dulled. Complete, **4.45.**

Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

FOR AMATEUR CHEFS

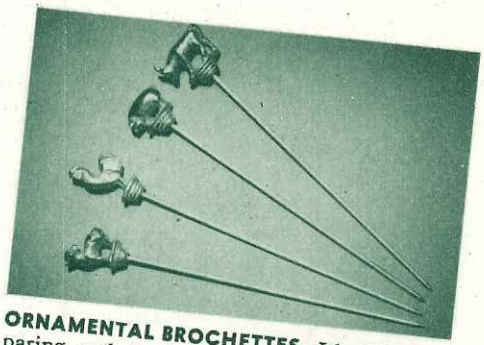


FOR THE FAMILY CARVER – Carver's Assistant anchors a roast or leg of lamb during carving rites. Stainless Steel tines, stag handle, **3.75.** Stainless Poultry Shears clip off drumsticks and wings with dispatch. Stag trim, **2.75.**



CALLING ALL CARVERS – No slips, no spatter, no broken platter when carvers slice roast or large fowl on this chromium plated holder. Meat is held securely on sharp points. Sets firmly on platter, held motionless by walnut handle, **10.95**

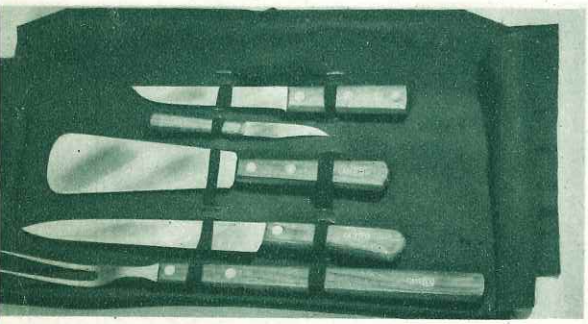
PICK UP LIVE COALS – You'll mystify your friends at the picnic if you suddenly reach down and handle red hot pans – or even live coals – with utter unconcern. The secret will be your asbestos gloves. Economical insurance against burns. 2 sizes, for men or women, **3.50**



ORNAMENTAL BROCHETTES – Ideal for preparing and serving hot hors d'oeuvres; for broiling alternate slices of steak, bacon and mushrooms; or for skewering a roast in style. Set of 4, **2.50**

SHARP AS A RAZOR – These knives are ground concave by Case in the same way he's been making razors for many years. Sterling silver ferrules and dark stag handles. Prices include leather sheath. Carving Set, **15.50.** Slicing Knife, to match, **5.95**

SPONSORED BY CROSBY GAIGE and intended for the inner circle of carvers. Chrome-Vanadium Steel blades ground to razor-edge by Case. Walnut handles notched to fit the hand. Flat Slicer has 12″ blade, Steel and Fork have all-around guards, concave Carver, 9″ blade. In fine walnut case, **24.50**



OUTDOOR CUTLERY SET – Give this to the public benefactor (polite term for sucker) who volunteers to be chef on picnics or camping trips. Tight-rolling case of lined leatherette includes boning knife, long-handled fork, 9″ carver, spatula and paring knife. Case steel with walnut handles, **4.95**

CHARCOAL-FORGE BROILER – What mouth-watering steaks it broils! Adapted from a blacksmith's forge, its hand-operated blower builds a roaring fire with amazing speed – ready to start searing in three minutes. Easy height, easy to move on rubber wheels. Grill, 17″ in diameter, **29.50.** With spit for barbecuing, **34.50**

GIFTS THAT SAVE MANY HOURS – All year long we've watched Flex-Seal Cookers get thrilling receptions as gifts. And well they should! For they cook superbly at incredible speed – peas in 1 minute, new potatoes in 6 – and conserve color, flavor, vitamins, minerals, salts! Cast aluminum with Stainless Steel tops. 2 qts., **8.95;** 3 qts., **10.95;** 4 qts., **12.95**

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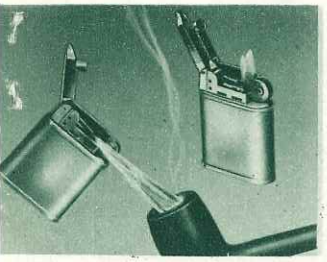
FOR THE SMOKER'S PLEASURE

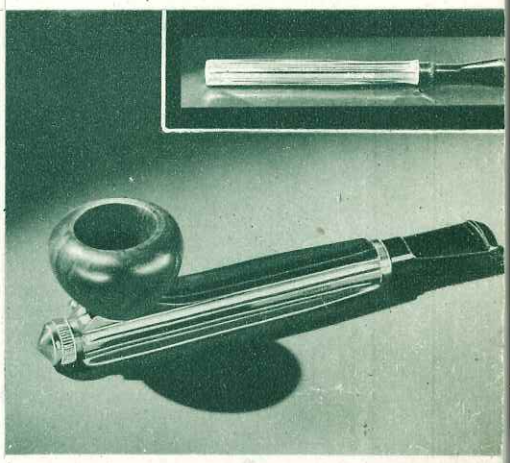


PIPE DREAM COME TRUE – A pocket lighter that will actually light a pipe; it operates, when tilted slightly, like a small Bunsen burner, shooting a flame directly into the pipe-bowl. Held straight, it's an excellent cigar or cigarette lighter. Give a Beattie lighter – win a blessing! Nickel plate, **3.85.** Pigskin or pinseal, **5.00**

WIZARD SMOKE CONSUMER – Good cheer to anyone annoyed by stale tobacco smoke. Even with a whole roomful puffing away, its glowing platinum-coated ring and alcohol keep the air fresh and sweet. Bronzed, 4½″ high, **5.00**

DO GOLFERS SMOKE WHEN "HOT"? Anyhow this handy Cigaret-Tee Pouch fastens on his belt; out of his way, yet easy to reach. Holds 20 cigarettes in zippered case, matches and four tees. Black or brown calf, **2.00**

PIPE VALET – Center bar lifts out to become a reamer; the bar tip comes off to supply pipe cleaners; hard rubber "knocker" won't scar; the bar serves double duty as pipe racks; and the deep bowl keeps ashes where they should be. Gift of all 5 benefits, only **2.95**

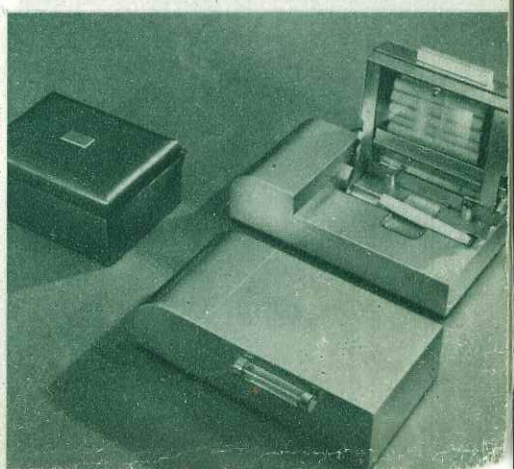


KIRSTEN SCIENTIST PIPE–Its inner "radiating" area excels even the coolness of a long-stemmed pipe. Kirsten eliminates harmful, biting oils, yet the smoker enjoys tobacco's full fragrance. Stays dry, never smells. Of finest quality Briar. Standard size, **5.00;** medium, **7.00;** large, **8.50;** Aristocrat, **10.00.** Cigarette holder, same principle, **2.00**

LADY LIGHTER – Wafer-thin and looking for all the world like a smart compact, it nevertheless turns out to be a cigarette-lighter. A gift with a feminine flair she will like. Ivory or black with gold, or all gold finish, **2.00**

HIGH-LOW ASH TRAY – Collapse it to do its job artistically on a table – or telescope it to its full 24″ height and it becomes a handsome floor smoke stand. In statuary bronze, bank bronze, or chromium, with quiet modern lines, **5.00**

TALK-PROVOKING ELECTRIC CIGARETTE BOXES – do everything but smoke! Lift the lid; a cigarette rolls down from the glass-enclosed compartment and before you can say "puff", it has lit itself! AC only. Hold 20 cigarettes. (Left), bronze finish, **9.95.** Foreground, chrome, **12.95.** (Rear), silver-plate with gold lines, **14.95.**



POPPING GOOD GIFT IDEA – Twirl the top of this Cigarette Server and lo! a cigarette pops right out for you. The rest are kept fresh within. Holds 20 regular or king size cigarettes. In the center is a silent electric-flame lighter. Mahogany or walnut, **5.95**

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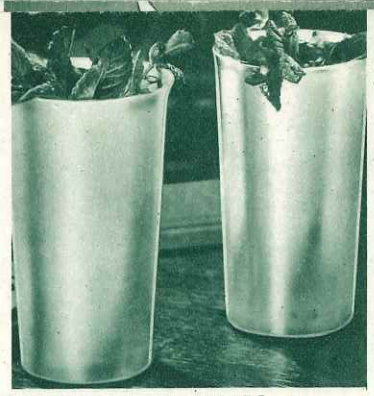
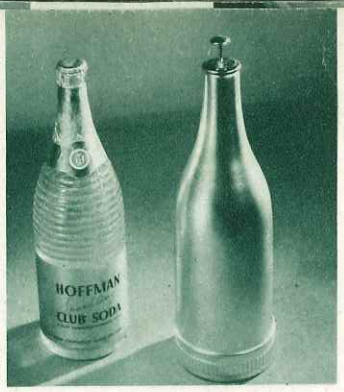
GIFTS FOR MERRY-MAKING

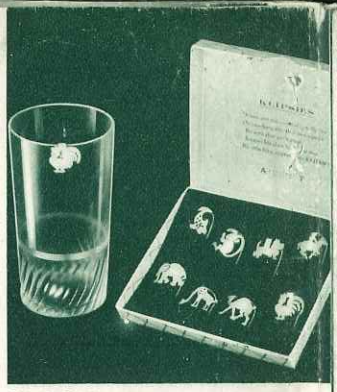
Rec'd Nov. 10 1941



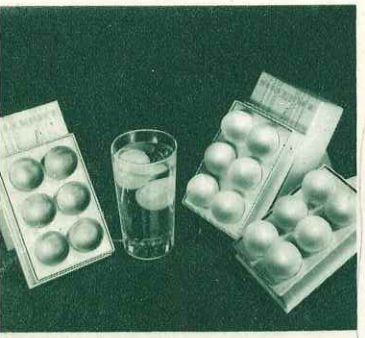
FROSTY MINT JULEPS – If he cherishes a handed-down recipe for Juleps he will delight in these Julep Tumblers. Of velvety Kensington that never tarnishes, they "frost" like a November dawn. Good also for iced tea, highballs, beer. Can't break, don't dent or scratch. Each, **2.50**



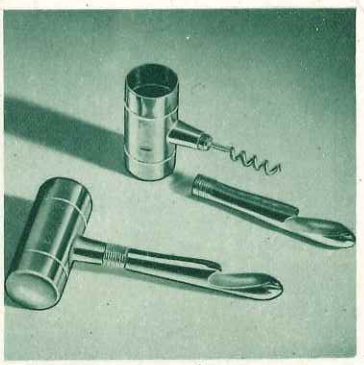
SODA-BOTTLE CADDY–Party dress for the fizz-water bottle! Silver or gold finish on aluminum – it takes only a second to insert any standard quart bottle, **4.00**



KLIPSIES NEVER FORGET – They always show which glass belongs to whom. 8 different figures of birds, fishes, and animals – either chrome plated or in assorted colors – clip over the rims of glasses to identify them, **1.00**



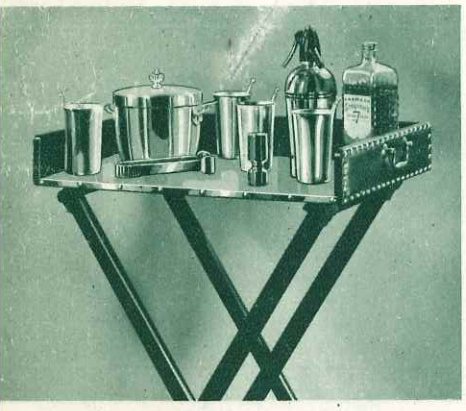
SILVER-ICE – AN ENTERTAINING GIFT – Water, sealed within these spheres, freezes in your Frigidaire. Placed in highballs, they keep drinks chilled without diluting. Easily washed for refreezing after each use. Box of 6 metal Silver-ice, **3.00**; 6 glass Jeweltones in assorted colors, **1.50**



BAR CADDY DOES 4 JOBS – Bottom of jigger is extra heavy metal, for cracking ice cubes. The handle is a bottle cap opener. Cork screw is concealed inside handle. Jigger measures ¾ oz., 1 oz., 1½ oz. and 2 oz. Non-tarnishing chromium, **1.00**

WHEN THREE'S A CROWD – There's a cocktail and a dividend for "You" and "Me" in this diminutive cocktail shaker of "Ours". Including chrome tray, **3.25**. Or for highballs, there are lettered glasses and jigger on the walnut tray with handy handle, **2.95**

TAKE A NUMBER from 1 to 8. Each of the 8 glasses in this good-looking, easy-to-pass walnut tray has a number cut into it, so Bill (Scotch) does not get Bob's glass (Rye) on the next trip 'round. With tray, **7.75**. The long, tall, thin, cool, frosted Zombie glasses hold 14 ounces and cost, per dozen, **4.50**



PORTABLE BAR MAKES THE PARTY – Also makes a proud host! Handsome removable tray has colored leatherette sides and chromed working surface. Easy to set up–saves clearing other furniture. Stand folds for closet storage. Mahogany finish with green, red, or off-white leatherette, **16.50**

THE JOHN-PEEL PRESS – Helps you make good drinks better. After the drinks are poured use this clever little press to add a drop or two of natural fruit oil from peels of lemon or orange. Makes a big difference, **3.50**

AVOID NASTY SPILLS when pouring liquor by providing these Host Jiggers. They fit over the glass, and any overdose falls inside, thus preventing spilt liquor and spoilt furniture. Set of 3 Host Jiggers in heavy silver plate – 1, 1½ and 2 ounce sizes – in gift box, **3.95**. Separately: 1½ oz., **1.50**; 2 oz., **2.00**

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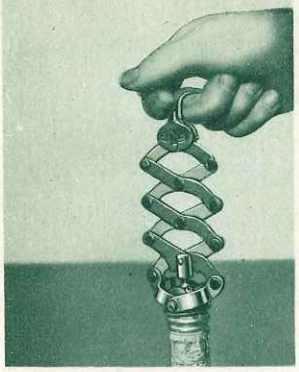
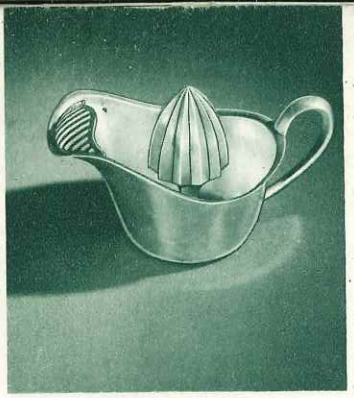
GIFTS FOR MERRY-MAKING



ZIG ZAG CORKSCREW – The stubborn-cork problem is rapidly solved with this unique corkscrew. Screw it into the cork, extend the handle easily–the cork is out, all in one piece. Nickeled steel, **2.50**

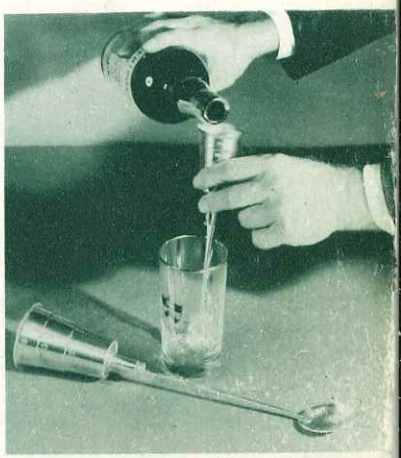


PARTY REAMER – Nice way to squeeze lemons or oranges at bar or buffet. Holds a pint and even strains the juice as you pour. Reamer lifts out for easy cleaning. Silver-plated, **3.75**

HELP HIM MIX BETTER COCKTAILS – Give him this silver-plated 4-way Jigger. Stands steady on any of its 4 silver-plated cups, which measure – reading from here to there – ¾, 1, 1½ and 2 oz., **3.50**

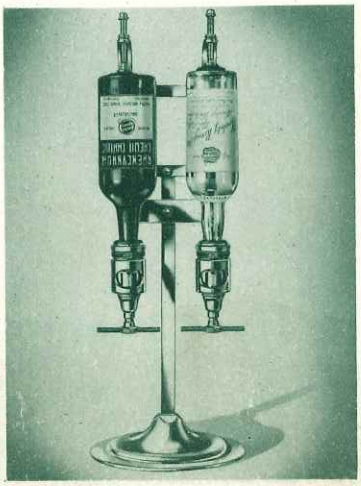
HANDSOME ICE CUBE PRESERVERS – Cubes last all evening in these vacuum lined Buckets, saving repeated trips to the refrigerator. Here are styles for every taste. Right, Hand-hammered aluminum, **10.00.** Left, Chromium with ivory plastic base and handles, **8.95.** Center, oaken bucket, **15.00**

SPARKLET SYPHON, LATEST VERSION – Turns tap water into club soda while they're finishing that last swallow. New charging "system" gives better carbonation than ever; wide top will take ice cubes, and spout now squirts into a glass undrippingly. Stainless Steel with black or red trim, **5.95**

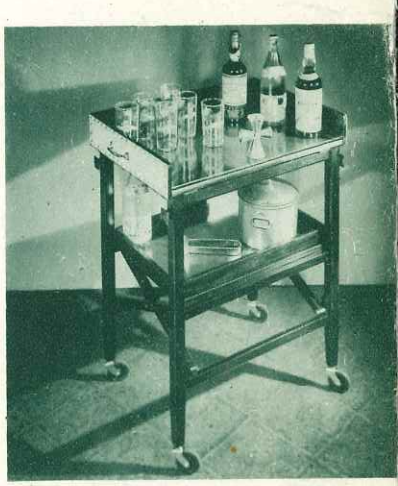


NEW VALVE JIGGERS – will measure, pour, stir and blend – *all* inside the glass. After pouring a jiggerful, a slight press opens the valve, lets the liquor run down into glass. Spoon completes the mixing. Silver-plated. Graduated 2 oz. size, for individual long drinks, **2.00;** 6 oz. size for Martinis and Manhattans, **5.00**

MINIATURE MUSIC BOXES – Remarkable how much fun people get from playing this little Swiss music box and changing the perforated disc records. Lovely walnut case and 1 record, **9.95.** Sets of 10 records – Christmas, classics, old-fashioned or children's tunes – per set, **3.75.** *Little Brown Jug* plays as you pour. With 2-tune repertoire, **9.50;** 1-tune, **7.50**



COUNTS EVERY DROP of liquor! This De Laval Servitor is calibrated to deliver, into the glass you hold against the crossbar, an exact 1, 1½ or 2 ounces (as specified when you order this dispenser). Saves a jiggerful or two out of every bottle. Fine for a large party – or a meticulous host! No drip or evaporation. Holds any size bottle, **37.50**

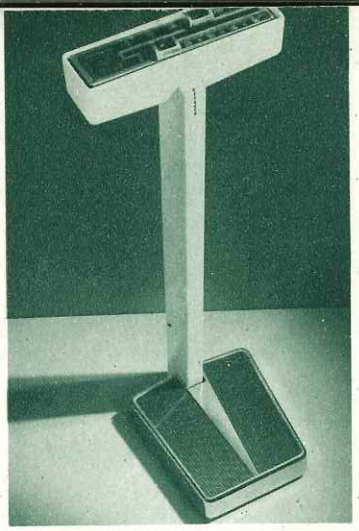


EVERYTHING BUT THE BRASS RAIL! – This Rolling Bar will make any man strut! Two removable trays have chrome-plated steel tops and the upper one has red, ivory or green leatherette-covered sides. With both trays lifted out, the mahogany-finished frame folds flat for storing, **25.00**

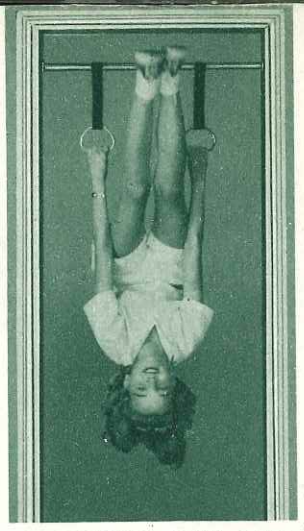
Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

GOOD-HEALTH-PROMOTING GIFTS

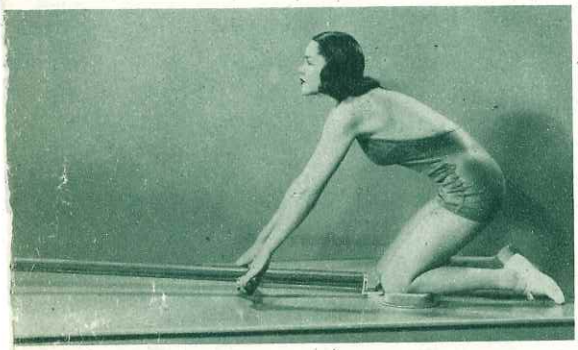
WHEN FEET HURT – The vibrating massage principle of this Foot Oscillator gives speedy relief and helps to strengthen weak muscles and stimulate circulation. Thousands enjoyed this "bracer" at the World's Fair. AC, **49.50**; DC, **59.50**



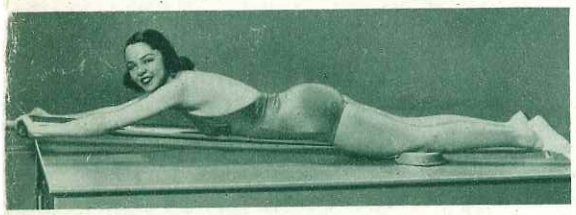
DOCTOR'S TYPE – HOME DETECTO – Like the one "the doctor ordered" this Scale is beam-balanced, not spring-operated. This produces enduring accuracy. Gift model, with chrome base, **18.50**

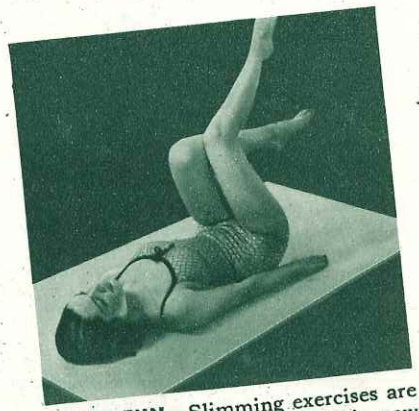


DOORWAY GYM BAR – Everyone from baby to grandpa can use it, since it takes only a minute to move and reset it at any height, in any doorway – without nails, screws or tools! Safe for a 200 pounder. Chrome finish, with rings (as shown), **5.95**; without rings, **4.45**

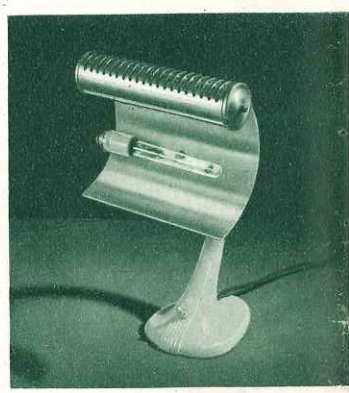


STRETCH LIKE A TIGER – If you would have his sinuous, lithe gracefulness! Designed by John Tolchin, physical culture authority, this Tiger Stretch exerciser is a first-rate slimmer and invigorator, **24.50**

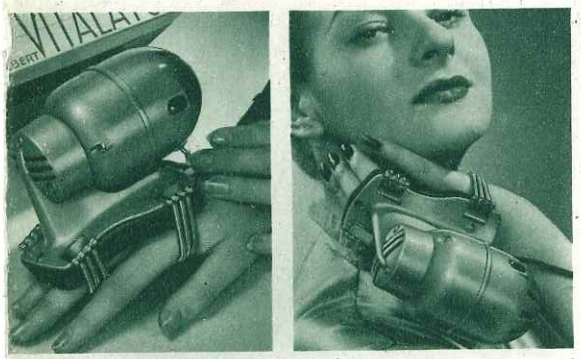




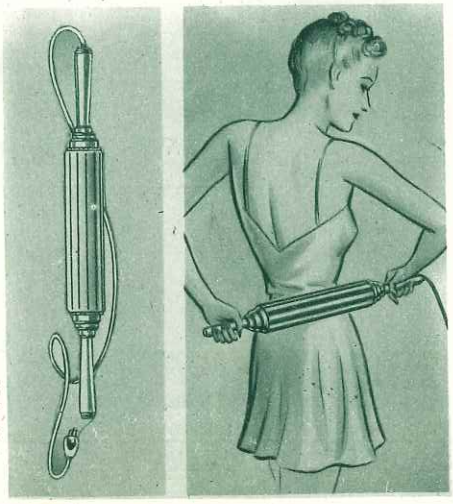
MORE FUN – Slimming exercises are lots more comfortable on this new bubble-rubber Figur-Mat. Amazingly light and resilient, its smooth surfaces are impervious to dust or moisture. 6 ft. long for bending-stretching, and 3 ft. wide for rolling, **9.50**. With Permatex case, **13.50**



SUNSHINE AND SOOTHING HEAT – This new Sunlamp gives you both. Turn switch once and Vitamin D sunshine rays make you tanned and fit. Turn again and infra-red rays heal pains and aches. Compact, finished in ivory and chrome, **18.75**. Floor model, **24.75**



AN URGE TO WAKE UP AND LIVE – This new Gilbert Vibrator slips onto her hand – lets vibrating fingers awaken skin, pep up circulation, put color in cheeks, relax facial muscles, stimulate scalp, ease pains. Chrome, **8.95**. More powerful Oster Vibrator, with speed control, **29.50**



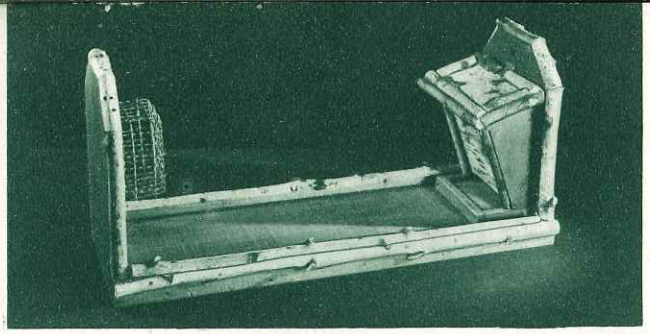
THERMO ROLLER plays no favorites in sex. It melts bulges fast by combining massage with heat, electrically and thermostatically kept at just the right temperature. A few minutes a day rolls off excess weight. Marvelous for keeping shapely, **14.95**

WHEN YOUR FACE IS TIRED – Iron out the kinks left by a hard day. Controlled heat and gentle massage co-operate to bring the blood to the surface and stimulate new beauty! **3.95**

Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

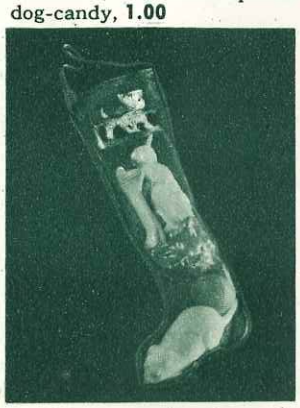
THEY'D LOVE A GIFT FOR THE PET

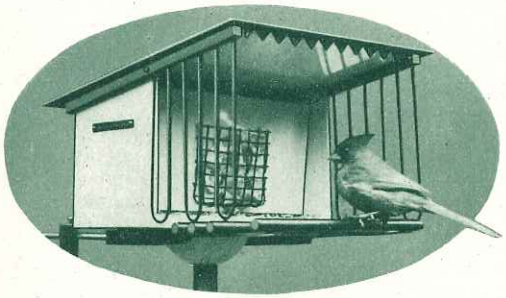
PUP'S COMFORT STATION – A canine dream come true is this cast iron red fire hydrant. Incidentally, it will save the recipient's bushes and shrubs, as well! 20" high and weighing 34 lbs., it's heavy enough not to tip over on the lawn. (Dog not included), **9.85**



FOR ONE WHO LOVES BIRDS – A Window Ledge Bird Feeding Tray brings the little feathered friends from near and far. Birch trimmed wood, 24" long, with automatic seed hopper at one end, suet cage at the other. Has metal braces for attaching to window sill, **2.95.** 2 Suet-seed cakes, **1.00.** Bird seed, 5 lbs., **1.00**

DOG-GONE CLEVER – A Christmas stocking designed for canine contentment. Has rubber mouse, cat and dog to growl over, ball, rubber and real bone, and box of special dog-candy, **1.00**

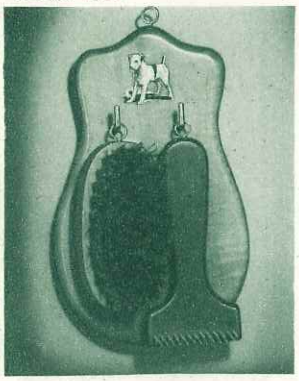




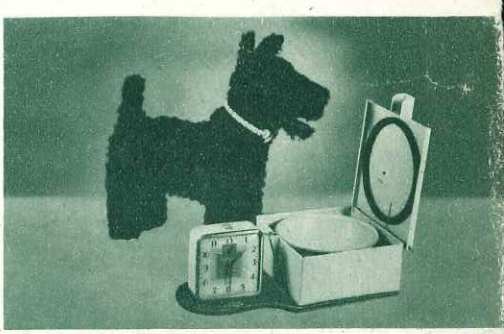
SQUIRRELS CAN'T ROB this bird feeder; the weight of a squirrel (or large bird) closes the door over food hopper; when he goes away, the door opens again for smaller birds. Adjustable counterweight in back lets you choose your feathered guests. Spacious seed hopper and basket for suet. White, green trim, **9.50**

LERAY KILLS INSECTS – A gentle warm flood of infra-red light destroys crawling insects, eggs and larvae. Specially designed bulb is guaranteed for 60 hours. Merely plug Leray into an AC or DC outlet and use it discreetly on animals, birds, plants, mattresses, clothes, **12.00**

PUP'S HANDY TOILET KIT – For the favorite dog of a favorite friend. The little 10 inch wooden wall plaque keeps its whale bone brush and steel peg comb handy. A lot for **1.00**



MUSICAL LAMBKIN – Even the famous Lewis & Conger Sleep Shop, which frowns on sheep, admits this one is irresistible. Wind him up and he plays a well-known lullaby. Made of fleecy, white cotton. Complete with bell, **3.95.** Larger size, **5.50**

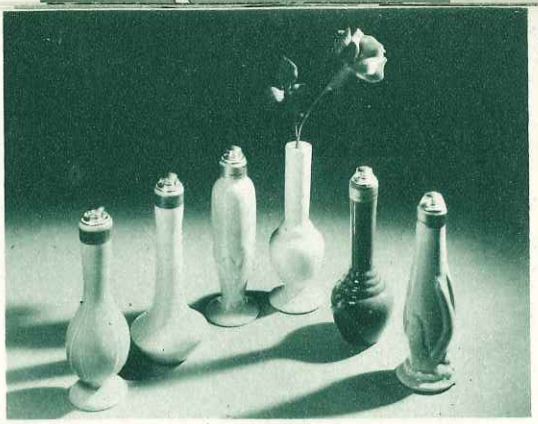


AUTOMATIC PET FEEDER – Feeds the pet – even when nobody is home! Place food dish with his dinner in the insect-proof container and set the clock for his dinner hour. On the dot, off goes the alarm and up pops the lid, **4.95**

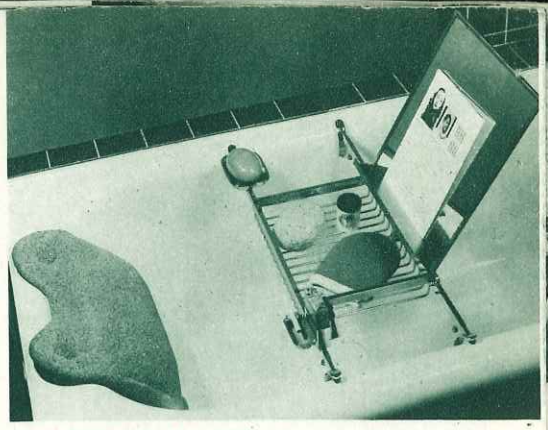
REEL LEASH – As your dog runs to and fro, the strong 12-foot lead pulls out and automatically rewinds itself – never getting tangled up. But any time you choose, flick the lock with your thumb, and doggie is under close control. Light metal case with leather-finish "grip" handle, **3.95**

Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

GIFTS FOR THE FAIR

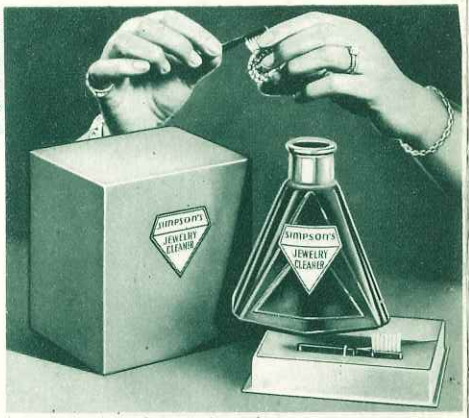


BUD VASES HOLD PERFUME-DEODORANT – Attractive Bud Vases are difficult to find. These, copied from museum pieces, will give years of enjoyment, after the refreshing fragrance of their first contents have become only a pleasant memory. Each, **1.50**; set of 6, **8.50**



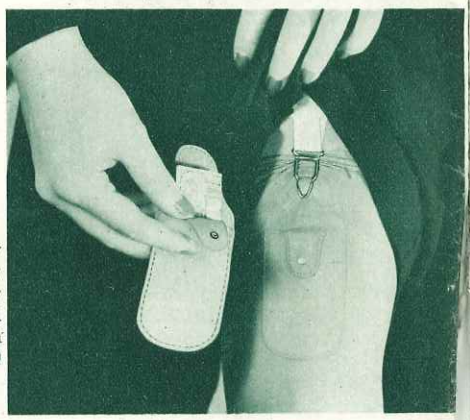
FOR TUBBING DE LUXE – Bathtub Vanity has cosmetic tray, mirror-bookrest, and even a place for cigarettes and matches! **39.50.** On the generous Rubber Sponge Backrest your tub-dawdler can lean back for relaxed, blissful soaking. Fastens by Suction Cups. Head-and-Shoulders size, **3.95.** Head size, **1.95**

IF SHE PRIZES HER JEWELRY she will value a gift set designed to keep it sparkling and alive. Simpson's Formula, used by generations of jewelry experts, is simply brushed on, rinsed off and presto, jewels and metal gleam! **2.50**



CHOOSE ANY ANGLE you prefer for bed-reading or sofa-loafing. Turn this 6-Way Cushion to that angle and recline comfortably and happily. Pin-point satin; rose, green, blue, wine, gold, **3.95.** Rep; green, blue, wine, gold, **2.95**

NON-SKID READING IN BED – The Lean-To Back Rest props your pillow and you at whatever angle you like best. And the pillow stays put! Green, blue or rust jaspé over metal frame, **1.50.** With quilted satin slip-cover, blue, green or peach, **4.00**

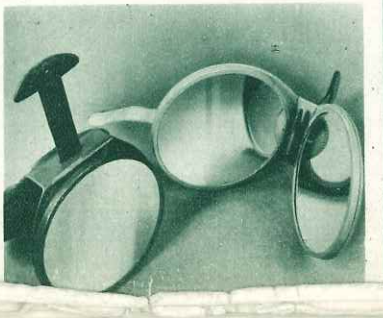


TUCK MONEY SAFELY AWAY! Many times a woman wants to carry a few bills safely hidden away! Hideaway Stocking Purse now provides the ideal way. Slimly fashioned of doeskin leather, it clasps safely on garter, **1.00**

BEAUTIFUL AS WELL AS SENTIMENTAL. The Wedding Ring Card Tray has his and her names and the wedding date engraved 'round the inner rim. (5 days for engraving.) Gleaming Stanite metal, **5.00**

SNUG AS A BUG – "Cumfort" grippers keep your satin comforter from sliding off the bed while you sleep. Just slip the satin-covered holders between spring and mattress, and attach the flexible grippers to your comforter. Small gift – big welcome! Celanese satin: rose, blue, green, champagne. Pair, **1.50**

WORTH LOOKING INTO – a lot of mirror in a small space. This travelling mirror folds neatly together for easy packing. Leather strip acts as easel for standing it, or as thong for hanging. One mirror is magnifying. Red or blue morocco or natural pigskin, 5¾" in diameter when folded. **6.50**



LIP-FLASHLITE – A tiny flashlight in a mirrored case. It lights a girl's lips so she can be sure her lipstick goes on properly even in the dark. Including battery (inside): enamelled and chrome, **1.00**; silver-plated, **2.00**; gold-plated, **3.00**

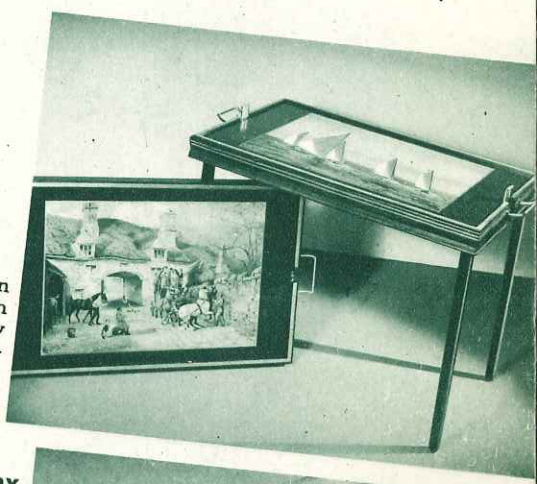
Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

MORE FOR "HER"

FLOWER BOOK SHELF – A place for flowers and books – a charming touch, at a sunny window! Fastens to the sill. White or Pompeian green wrought iron, 24½" long, **2.75**

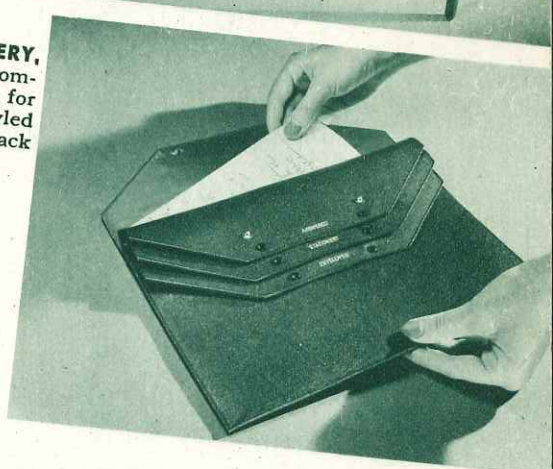
FAMOUS TILLIE TABLE – makes reading, eating, working, or just staying in bed a matter of genuine comfort, and it works as well over an easy chair. Height and tilt both adjust. Steady bronzed base, mahogany or walnut top, **9.95**

BATHROOM BEAUTIES–A handy, light shelf with towel rack – holding a box to feed out absorbent cotton (or instead receive stray hairs); a tumbler and a powder box; and containers for Lux and cleanser. All in a charming plume design. Maize, blue, green or peach. **7.95.** Shelf alone, **3.00**



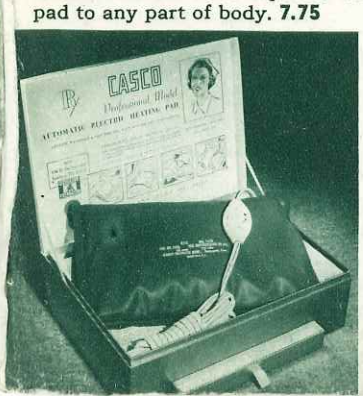
TRAYS THAT BECOME TABLES – A press on the handy levers lets down the legs and each stunning tray is transformed into a steady standing table, 20" high. Useful for tea, cocktails or after-dinner coffee. A Yachting scene or a Coach and Four, **9.50.** In plain walnut or mahogany finish, **8.50**

"ANSWERED, UNANSWERED, STATIONERY, ENVELOPES" – say the four envelope compartments of this handsome Brief Case for the desk of the busiest lady you know. Styled like an attache's slim case, in red or black pinseal lined with silk, **7.50**

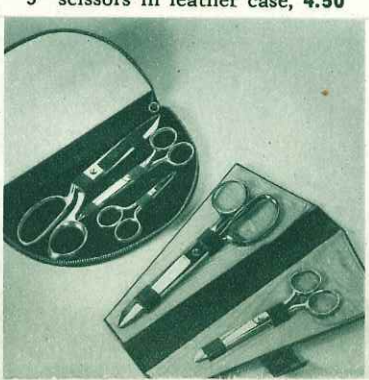


A HANDSOME HAMPER and graceful wastebasket, to please a fastidious maiden – or her mother. Maize, blue, green or peach. Hamper is 21" high. Both for **5.00**

WORLD'S SAFEST HEATING PAD – a comfort-giving gift. This "professional" heating pad is *genuinely* wet proof and has 10 safety controls. In gift chest with 2 white Pepperell slip-covers in a little drawer. Covers have tapes to tie pad to any part of body. **7.75**

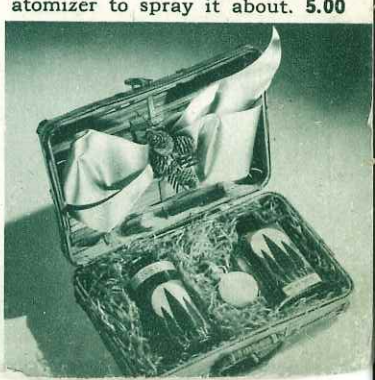


KEEN GIFT IDEA – Good scissors are an essential luxury every woman welcomes and when they're kept in a smart little case, they're always easy to locate. Left, moire-lined leather zipper case with three types of scissors, **6.95.** Right, 7" shears and 5" scissors in leather case, **4.50**



SHE CAN STEAL A GLANCE at herself in the mirror that's on the bottom of this trim little paper weight. Leather-covered; red, blue or green banded in gold. **2.50**

GIFT OF FRAGRANCE – Packed luxuriously in a basket that's a gift in itself – a bottle of Elene's Pine Bath Essence and one of refreshing Pine Air Purifier with an atomizer to spray it about. **5.00**



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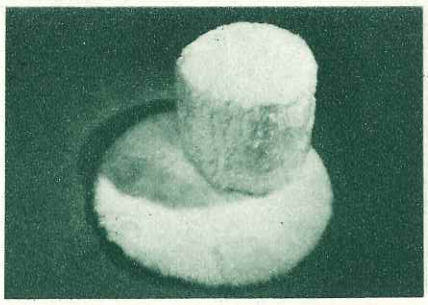
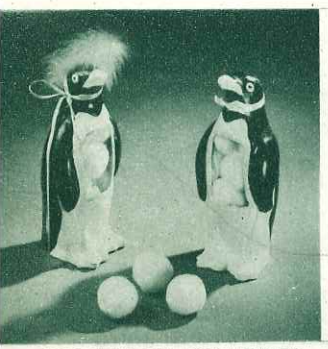
MORE FOR "HER"



THRILLS FOR A TOE SQUIGGLER! For that matter, any woman would adore the soft, furry luxury of this Mufflon rug. Peach, blue or white, 30″ long, **11.95.** Hassock, same colors, **18.95**

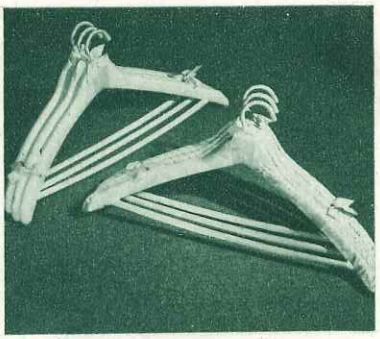
LUCITE – 20th Century beauty for a smart modern's dressing table. This loveliest of plastics needs no ornamentation, its simplicity is its charm. Brush, **7.00;** comb, **2.00;** frame, **6.00;** mirror, **12.00;** complexion brush, **2.50**



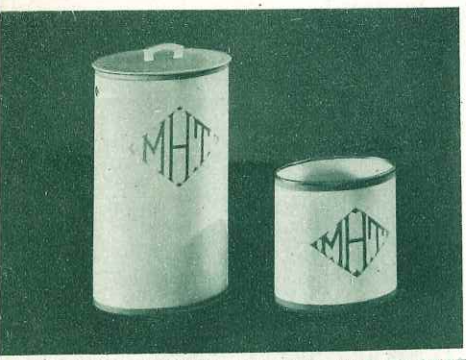
PENGUIN PLEASANTRIES – Mr. and Mrs. solemnly provide fluffy guest powder puffs through dust-proof doors under their feet. Please note particularly the feather hairdo and wing collar. Pair, **1.95**

CHROME TOWEL STAND – Graceful gift for a well-appointed bathroom. On chill mornings stand it next to the radiator and have your bath-towels toasty warm! 28″ high, **8.45.** 30″ high, **11.50**

NEW WINGS FOR SHOES – These little flexible leather "wings" keep shoes in shape without stretching, and let air circulate so they dry properly. Men's or women's: large, medium or small. Brown, black or blue. 3 pairs in small leatherette travel-case, **3.25**

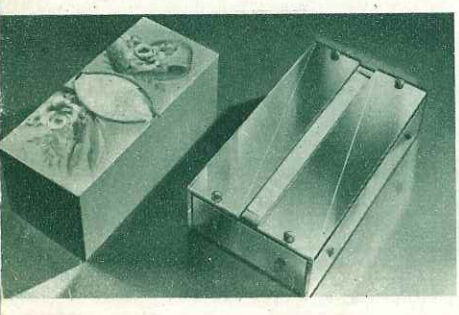


SET OF 3 HANGERS, covered with soft quilted chintz or Celanese satin and ready to do service to the loveliest gown or coat. Peach, green, blue, other colors to order. Chintz, **2.25;** Celanese satin, **3.75**



MONOGRAMMED HAMPER AND BASKET – A highly decorative ensemble. White fibre in smart oval shape with initials and bands in any color you choose. Hamper, 21″ high, **5.95.** Matching Waste Basket, **3.50**

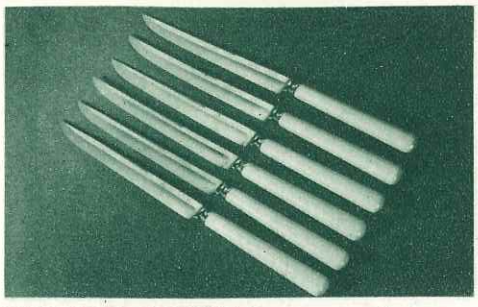
LEAVES BOTH HER HANDS FREE – Hooked comfortably around her neck, this Miracle Mirror frees both hands, so she can curl and comb at once. Fine for make-up. Reversible mirror, one side magnifying, the other plain, **2.95**



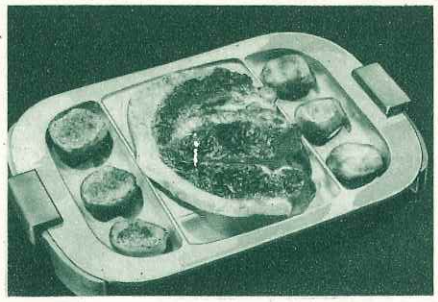
FACIAL TISSUE CAMOUFLAGE. For a lovely lady's dainty dressing table. Modern mirror box, heavy enough to stay put when a tissue's flicked out. Can hang on wall if you prefer, **3.95.** Floral-painted metal box, **2.95**

MANY HAPPY REFLECTIONS–The two long lights of this beautiful Vanity turn on as the center drawer is opened – it's easier than a switch! Heavy mirror-faced drawers. In blue or to match any color on order. With bench, **135.00.** Other lovely Vanities from **19.00** to **175.00**

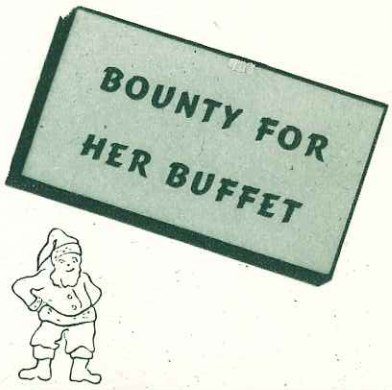
Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

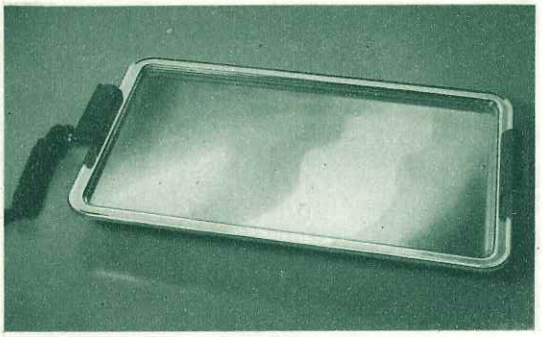


STEAK-EATERS' STANDBY–Because good knives add to the enjoyment of a good cut of meat, this set of Steak Knives is for the gourmet on your list. Of Case chromed steel, concave ground like razors, with white Ivoroid handles. Set of 6 in fitted wood tray, **10.00;** set of 8, **13.25**



SIZZLING PLATTER DE LUXE – Broils your steaks, chops, etc. in the oven – then brings them to the table – bubbling and sizzling. Compartments for vegetables and sauce. Of Magnalite metal, with maple finish, detachable handles, **5.95.** For meat only, **4.95**

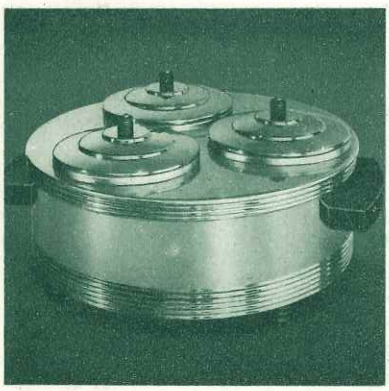




KEEP-HOT SERVING PLATTER delights a hostess. This electric platter with built-in low-heat unit keeps scrambled eggs, sausages and other specialties hot without scorching. 14″ x 24″, **5.95**

COFFEE ROBOT automatically makes fine drip coffee. Like a master mind, it stirs the coffee, and *also* controls the current to keep your favorite brew hot without change of flavor for hours (same pot serves early or late risers!). 8 cup capacity, **10.95**

TABLE GRILL OR TOASTMASTER – the Boss of the House asked Santa for these streamlined beauties, so don't disappoint her. Table Grill for sandwiches or waffles, with melted-butter mini-pan; chrome with walnut handles, **7.95.** Toaster from the First Family of Toasters, pops out slices when they're perfect. Chrome; 2-slicer, **16.00;** 1-slicer, **9.95**



"ARGENTAL"–a silver-like metal that doesn't tarnish. This ornamental and useful covered Vegetable Dish has a 9½″ inner Pyrex baking dish, divided so you can bake and serve two foods at once. **10.50.** The turkey dressing spoon with extra-long handle is a competent scooper-outer. **4.00**

SNACK SERVER – Pleases a gracious hostess by keeping her buffet foods steaming hot for late arrivals or for "seconds." High-low electric heating elements keep water around 3 one-quart Pyrex dishes at constant temperature. Chrome or copper with white handles, 13″ diameter, **14.95**

JOIN THE EPICURES who grind pepper right at the table. You put whole beans in the top and grind as needed. French wood, **1.95.** (Center) Handsome mill of white mahogany handmade by Charles Millward, **7.50.** (Right) Walnut and Sterling, **6.00.** All Sterling (not shown) **9.00**

ELECTRIC TABLE BROILER–Why heat up the big range-broiler for a chop or two, when this efficient "electric" does the job to perfection. Indicator shows whether to use high or low heat. Feet on lid and base are heat-impervious; enameled coil-base is easy to clean. Chrome finish, **7.95**

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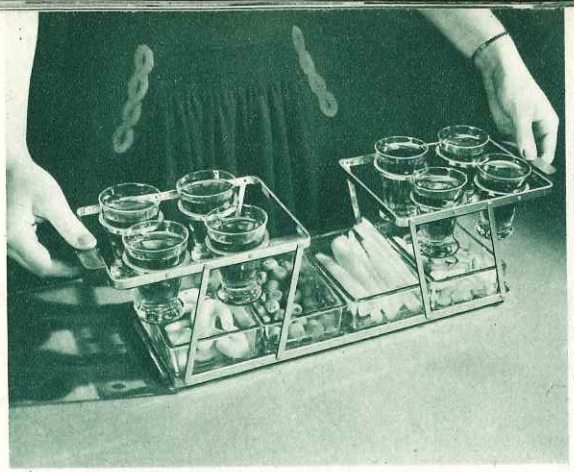
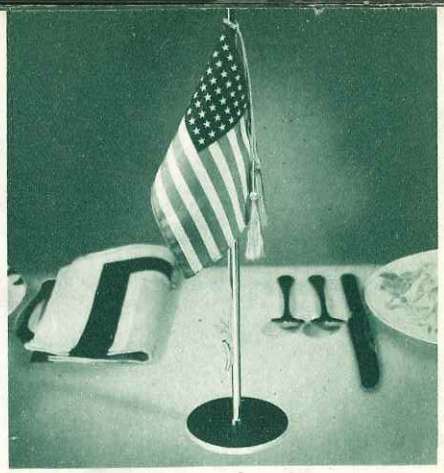
FOR AN ENTERTAINING HOSTESS



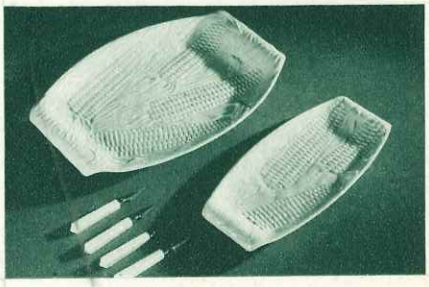
THE COMPLEAT HOSTESS – can serve her guests with cocktails and canapes at once, if you select this Two-Story server as her Christmas gift. Cocktail-bearing sections swing out to display the tempting canapes. 8 etched crystal glasses, 4 matching square dishes, in a walnut and chromium frame, **21.00**



TO THE COLORS! A pair of these small silken American flags form the basis for many a timely and lovely table decoration. With gold-cord halyards and chrome standards. 13″ high, a pair, **2.00**

ICED SEAFOOD COCKTAILS – Please a lady by adding these double crystal servers to her table service. Pack chipped ice in lower bowl, arrange food in top bowl. Doz., **13.50**

LUCKY THE HOSTESS who receives these cream-colored pottery plates, for the perfect serving of corn-on-the-cob. Set of individual plates, serving platter, and holders: for 4, **4.00**; for 8, **7.00**

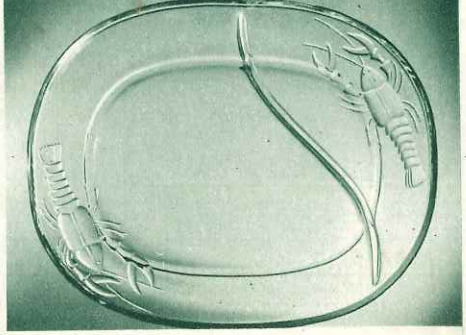


WHEN CAKES PLAY tunes, that's gift news! They'll all enjoy having their traditional birthday cakes make glowing entry on this Musical Cake Platter, to the strains of "Happy Birthday to You!" Winds without disturbing cake – plays 3½ minutes. 11½″ diam., holds up to 3 lbs., **7.95**

AN HEIRLOOM GIFT for an American. Twelve different historic Colonial scenes, authentically reproduced in rich deep blue, make these large dinner plates of Crown Ducal Ware a truly distinguished gift. Dozen, **8.00.** Charming square salad plates to match. Dozen, **7.00**

FASCINATING TABLE FOUNTAIN – A charming centerpiece, with rippling water rising and falling in ever-changing sprays. Water is kept circulating by silent AC electric pump inside, no piping needed. Antique copper, **18.50**; Satin chrome, **21.50**

PROPER CRYSTAL FOR LOBSTER-LOVERS –Glass plates, chaste beauties, with a neatly fenced-off corner where, after the succulent seafood is eaten, the empty shells may be parked. 11½″ long, per dozen, **22.50**



CURRIER AND IVES TABLE MATS with cork under-surface are light, heat-resistant and washable. Group No. 1, 8 "home town" views; group No. 2, 8 typical C. & I. subjects – all in the lovely soft colors for which their prints are famous. 11¾″ x 15¾″. Each group, **4.50**

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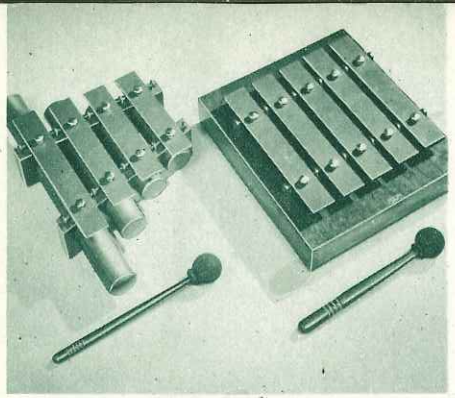
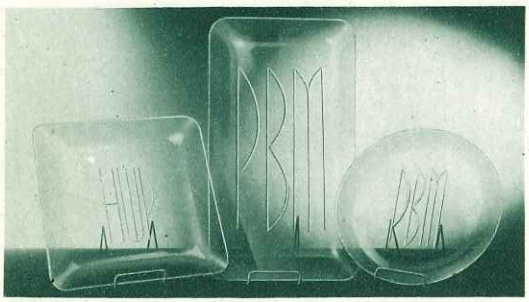
Telephone: VAnderbilt 6-2200



COME TO DINNER! Give these lovely-toned Dinner Gongs to summon the family melodiously! Easy to play, on wall or table. Mahogany sounding box, 5 bronzed notes, **9.95.** Four graduated bronzed tubes and bars, **5.50**

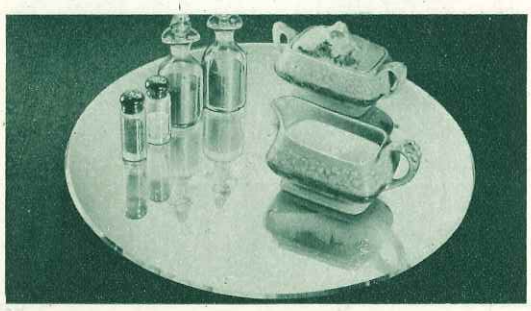
SIGNED ORIGINALS – A superbly appropriate gift for Hunters and Fishermen. Each decoration on these stunning Highball glasses is an actual signed painting in true-to-life colors by artists who know and love their subjects. Each set has 6 different species of *either* saltwater gamefish *or* freshwater gamefish *or* upland gamebirds *or* ducks and geese. Per set of six glasses, **9.00**

FOR AN ENTERTAINING HOSTESS



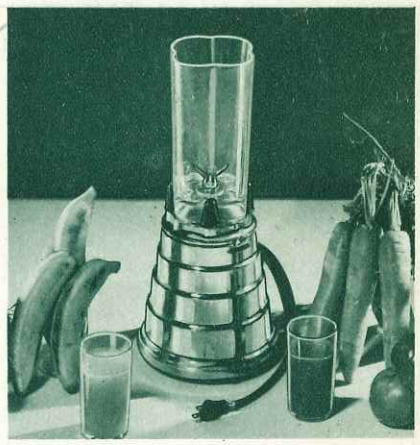
BENDURO GLASS PLATES – almost take your breath away with the loveliness of their simplicity, their gently rolling planes and their perfect proportions. An ideal gift, and one you might well include in your own letter to Santa. With three graceful initials: square, 11½", **4.50.** Rectangular, 10" x 17½", **6.00.** Round, 11", **4.50**

WATCH THE CORN POP – Whoever gets this Electric Corn Popper will have the crowd around him. It's fascinating to watch through the glass top as the kernels burst into enormous snowy fluffs. No turning needed. Your gift will include polished aluminum Popper, 10 oz. of Jolly Time Hulless Pop Corn, and Corn oil, **4.95.** Extra corn, 6 cans for **90c.** *(Wooden bowls not included.)*



SEND BUSY SUSAN – to "buttle" someone's condiments, or cream and sugar. This handsome round mirror revolves on its low base – so it can neither topple nor obstruct 'cross-table conversation. 16" **9.50;** 18", **11.75;** 20", **13.50**

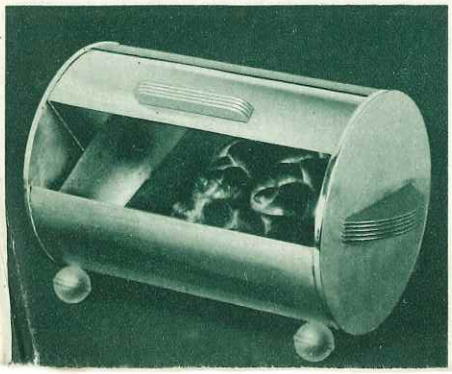
GIFT OF GREAT VERSATILITY – The accomplishments of this Waring Blendor are well nigh incredible! Among others, it speedily churns fresh fruits or raw vegetables into delicious, health-giving beverages. Mixes thick creamy mayonnaise in two minutes. And it blends Daiquiris as you never imagined possible. 2-speed De Luxe, **29.75;** 1-speed, **19.95.** Extra glass, **3.75.**



THEY'RE ALL HOT – No cold rolls or lukewarm cocktail-sausages for the lady you present with a Chase Buffet Warmer. Chances are she will be using it regularly for breakfast and lunch, and especially for parties. Chrome or copper with white plastic trim. AC-DC, **9.85**

KEEP CANAPES FRESH – Give the constant hostess this shining Canape Humidor. Designed by Russell Wright in spun aluminum. She can make her canapes early in the morning and this Humidor will keep them fresh until the cocktail hour. **2.00.** In tiers of 3, **5.75** set.

KRAFT CHEESE SERVER – Turns a "store" glass into a socially acceptable one; you hide the labels by slipping the Kraft cheese glass down into the center well of this smart cheese and cracker tray, designed by Russel Wright. Spun aluminum, with wood cover for the cheese well. **1.75**



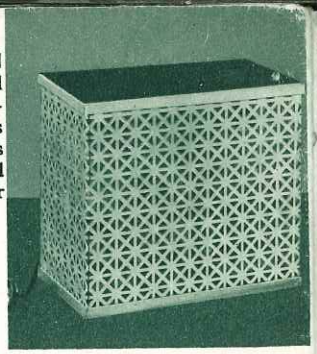
Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

FOR SMOOTH HOME-RUNNERS

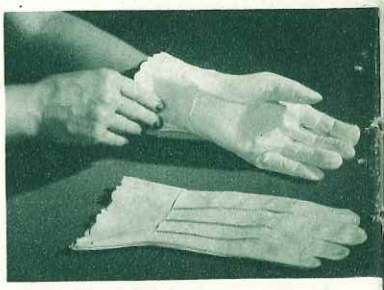
REMINDER TO YOUNG MUDDERS – to remove the countryside from their shoes before entering. Decorative and useful gift for a country cousin. There are scrapers for the soles, brushes for the sides. With wire-haired terriers, scotties or cocker spaniels, each **12.75.** With horses, **15.00**

SCOOPY JALMA would make a thoughtful addition to a gift of lingerie or stockings – this big box of *the* washing powder for finer fabrics. It even removes lipstick stains! Gay Christmas package with 3¼" Scoopy doll to measure out for you, **1.50**

ODAC ELIMINATES KITCHEN ODORS – The most tenacious food odors (yes, even cabbage and onions) – a roomful of tobacco fumes – soon disappear when Odac is plugged in. In neat chrome-plated metal cabinet; for AC, **18.95;** for DC, **21.45**

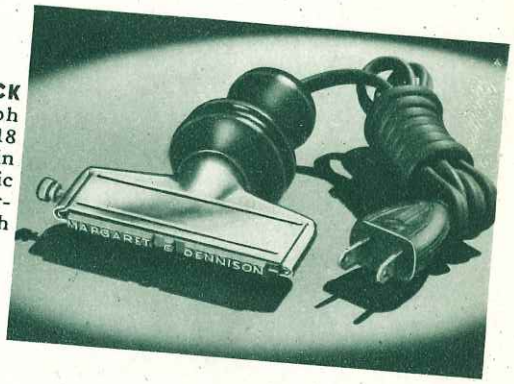


IF MOTHS TROUBLE HER she will welcome this easy exterminator to put in each closet for an hour once a month. Its vapor deals quick death to all moth larvae and eggs. Copper Vapo Ball with 2 refills, **1.78**



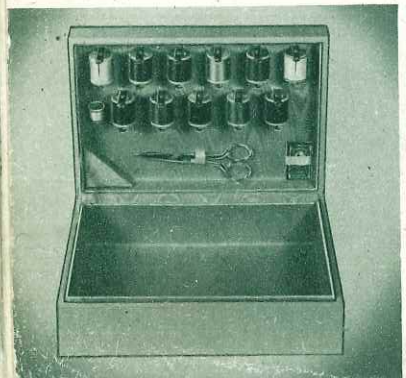
KEEP HANDS YOUNG – Kremeskin gloves of white lambskin are saturated with nourishing cream. And so, besides protecting against grime and broken nails, they also help keep hands white and smooth while working. Small, medium, or large, **1.00**

LAUNDRY COME BACK TO ME – Laundrograph stamps names (up to 18 letters) or numerals in ⅛" letters, by electric heat and indelible carbons. **3.00.** Model with three ¾" initials, **2.00**



IS SHE PROUD OF HER LINENS? Then she will like these luxurious quilted satin bands to organize her sheets and towels into neat piles. Eggshell, dusty rose, peach, dubonnet, pink. 2 pairs in a box, **2.95**

FIVE YEARS OF BRIGHT SILVER – your gift to one who cherishes perfection without toil. No-tarnish chest lined with Pamilla cloth will keep her silver tarnish-free without polishing 'til 1946! Shallow, to fit silver drawer. Dark green fabrikoid: 18"x11", for 108 pieces, **5.95;** for 84 pieces, **4.95;** for 192 pieces, **10.00.** Walnut finish wood, for 195 pieces, **13.50**



NO MORE FUMBLING AROUND for the right colored thread! You immediately see and grasp the thread you want, and cutter below snips off desired length. Leatherette basket, moire lined, includes 9 or 11 spools, scissors, thimble, needles. 7" x 9", **3.95.** 8" x 11", **4.95**

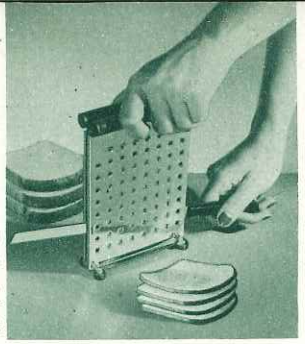
NO HOME COMPLETE WITHOUT ONE – Handy Boxes liberally supply the cords, glue, tags, clips, labels and stickers that husbands shout for when they wrap and pack . . . and too seldom find. Box, **3.50;** leatherette book, **2.00.** Large mahogany-finish box with tray, **5.00**

11-10-1941
XMAS ISSUE

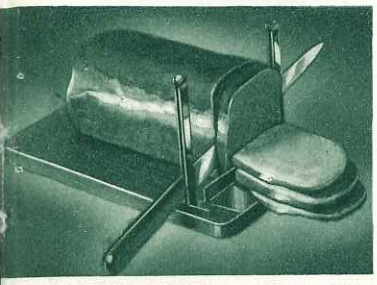
Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

KITCHEN YULE

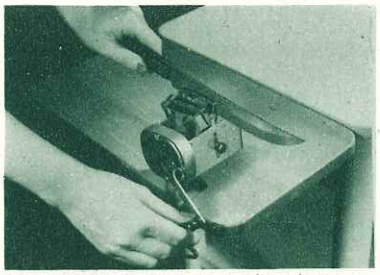
COOK BACON WITHOUT TURNING – Just place 5 strips on the Saratoga Griddle over a gas or electric burner. Grease drains into drip pan below. In 3 to 5 minutes you have crisp bacon, **3.90.** Double size, **6.95**



WHEN "SLICED BREAD" IS TOO THICK – Drop in your slice – grip walnut handles – and run sharp, serrated knife through bread. Now remove two slender slices just right for melba toast or "wafer" sandwiches. Chromium, with specially designed Knife, **2.85**



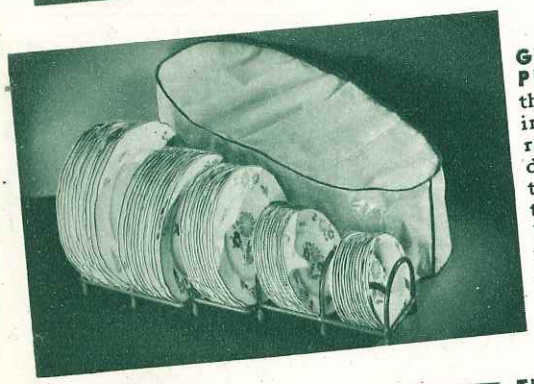
SHE LIKES MELBA TOAST? – With this slicer, anyone can slice bread paper-thin. Or to get uniform thicker slices, simply adjust the guide. Knife is chrome-vanadium steel, made by Case, **3.25**



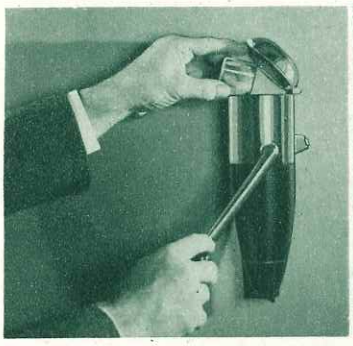
DRIVE DULL CARES AWAY – To anyone bothered with dull knives give this Adjustable Sharpener. It does a splendid job, is safe and easy to use, and fast! It can even grind out nicks and restore keen edges, without ruining the steel, **3.00**

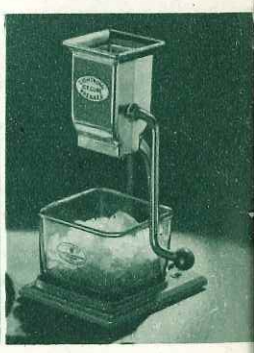
GOOD COFFEE EVERY MORNING – Coffee, to be good, *must* be freshly ground every morning. This Electric Grinder makes the job easy and fast. Enameled, **9.75;** chromium-plated, **12.50.** *Electric Silex,* queen of coffee pots, brews a cup to the connoisseur's taste. Chromium-trimmed model, 8 cup size, **9.95**

ACCENT ON UTILITY – For one who loves to make order out of chaos – all sorts of good cleaner-uppers, packed into a metal tray that's easy to carry. She means to buy them herself, one day, so why not beat her to it? Green, blue or red tray with 13 items, **9.95.** Tray alone, **2.75.**



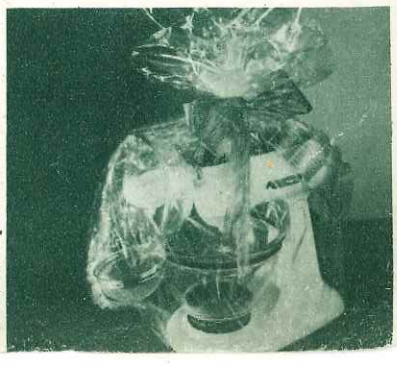
GUARD FOR HER NICE PLATES – She can file them most conveniently in this rubber-covered rack, sized 6″ x 20″. Less danger of chipping and they take less space on the shelf. Room for 10 to 12 plates in each of 5 divisions. Ivory, red, green, blue, with cover, **2.00**





CRUNCH, CRUNCH – Cocktails chill faster with the ice cubes crushed fine. Juleps need lots of crushed ice. (Left), wall bracket chopper delivers ice in any of 3 degrees of fineness, to the cup below. White, with red, black or green cup, **3.75.** (Right), Lightning crusher soon fills its glass bowl, **2.75**

TRANSPARENT PLATE COVERS – Her party dishes won't get dusty between usings if she has these neat covers of processed Cellophane to slip over them when not in use. Saves washing dishes *before* as well as *after* a party. Set of seven for seven sizes of plates, **1.95**



MORE FUN – LESS WORK – for non-professional cooks. Kitchen Aid, "average-family" size, all wrapped up in Cellophane and ready to do the whipping beating, mixing, chopping, kneading and straining. Fast? It mixes angel food cake in 8 minutes! **29.95**

Lewis & Conger
6th Ave. at 45th St., New York
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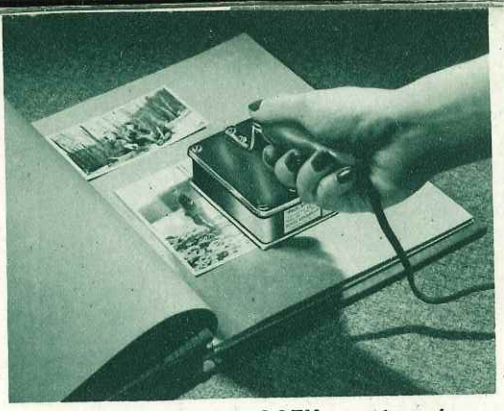
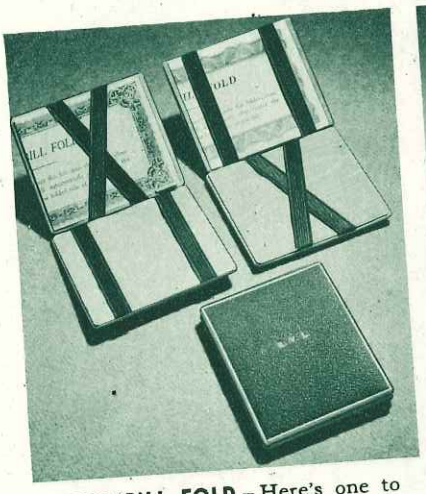
PACKAGES FUN TO OPEN

COMB, SUNGLASSES, NAIL FILE – You'll always have 'em and you'll always keep 'em in your car if someone puts this little pocket kit in your stocking at Christmas! Leather zipper case and fittings, **2.25**



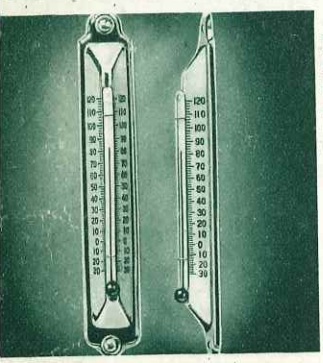
GETS PICTURES SMOOTH – and makes a smooth gift for any Kodak fan. Works like a regular heat-controlled iron, and the heat dries the paste as you press the photos flat and firm on the album pages. AC only, **3.75.**

CHECK PROTECTOR – Ends the danger of having someone alter or raise your checks. Punches a perforated bar through name and amount. Fits in purse or vest pocket. Nickel silver, **3.00.** Gold plate, **5.00.** Sterling, **7.50**

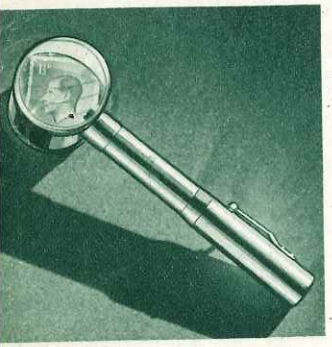


MAGIC BILL FOLD – Here's one to mystify your friends. You place a bill under 2 horizontal bands of elastic, close bill fold, turn and open – your bill has now shifted to the other side under the crossed elastics. Black pin seal morocco or pigskin with hand-tooled line and three initials in gold. (Indicate surname), **1.75**

RESERVOIR INKWELL – holds six months' supply of ink, and feeds it out gradually. Thus your pen always gets ink enough but never enough to drip and mess up your fingers. Also, the ink never cakes. Complete with pen; antique copper finish, **3.00**



NECK-SAVER THERMOMETER – You don't have to flatten your nose against the window or crane your neck, to see this 3-way Thermometer – you can read it easily, from any angle. Use it indoors or out. 5½" high: brass, **1.50;** chrome, **2.50**



RADIANT FIREFLY – A magnifying glass with its own built-in flashlight! Think what a boon to stamp collectors, to fanciers of old coins, and to all those who need a magnifying lens, now and then, for finding phone numbers or deciphering extra small footnotes. 6 inches long, **2.75**

LIGHT ON THE SUBJECT – And a pretty little light, too! This enamel lamp clamps on the book cover and sheds its light on the page. Kind to the neighboring sleeper if one wants to read in bed. Pink, ivory or blue, with adjustable shade, **1.95**

WORLD'S SMALLEST RADIO – engraved with the delighted recipient's initials. Weighs only 4½ lbs. Tiny as a camera, yet clear as a bell. Plays anywhere, without wires or cords. Amazing power and sensitivity. With self-powered battery, **20.00**

AK-Q-TAP MEASURES OUT THE LIQUOR – Take out the cork, insert this gadget, and pour out the liquor in exact quantity wanted! AK-Q-Taps come in three sizes: 1 oz., 1¼ oz., 1½ oz. Chrome-plated. Each, **2.50**

Lewis & Conger
6th Ave. at 45th St., New York
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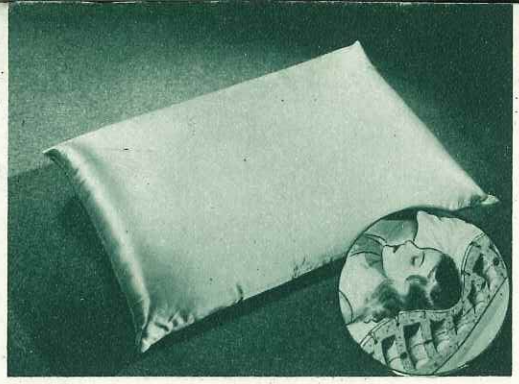
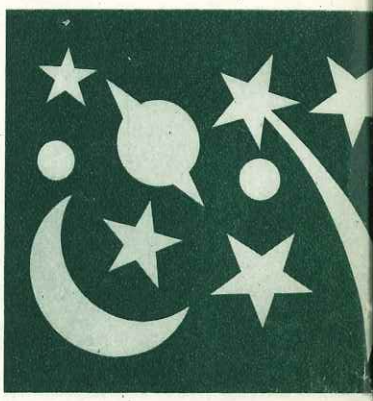
FROM OUR FAMOUS SLEEP SHOP

CHAISE BACK REST – for one who reads or dines in bed. Its tufted back and arms give easy-chair support, and the handy side pockets hold the mail, cigarettes and book. A thoughtful gift for the convalescent. Kapok filled, 22″ x 20″, in rose, blue, eggshell, green or peach brocaded sateen, **12.50.** Same colors in shimmering moire, **14.50.** Peach or ivory satin, **15.75**



REVOLUTIONARY LATEX PILLOW – ends all pillow difficulties. At last! A sleeping pillow that never bunches, flattens or lumps, yet it is delightfully bouyant and restful. Healthfully airy, odorless Royal Foam Latex is a boon to allergic sleepers. Soft jersey cover, **7.95.** Lustrous satin, blue, peach or green, **8.95**

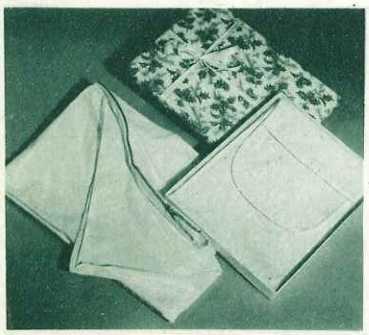
MOST INGENIOUS READING STAND – Whether you read in bed or chair – upright, leaning or lying flat–it holds your book tightly. Pages turn easily. Adjustable glareless lamp. Stands firmly on floor. Mahogany or beige, **16.95.** Equipped for convalescents to turn pages with one hand, **1.25** extra. New, massive de luxe model, **25.00**



TWINKLE TWINKLE LITTLE STAR – Heavenly assortment of stars, moons, planets, comets – cut-outs to paste on the nursery ceiling. Coated with safe phosphorescent substance, they glow in the dark after lights are turned out. Last for years. Set of 45, gummed ready to paste, **1.00**

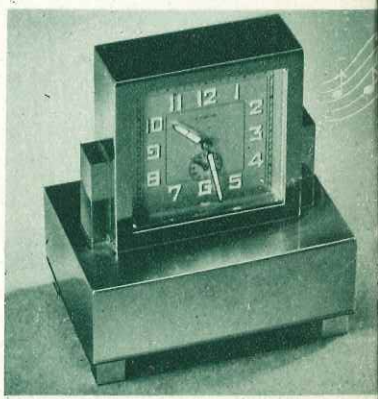
MIRACULOUS ELECTRIC BLANKET – Your bed is cozily warm when you crawl in. And automatically stays the same temperature all night – no matter how cold it gets toward morning. No other blankets needed! Thermostat control, in compact box. Utterly safe – made by G. E. Blue, green or rose, **29.95.** Quilted slip cover model (illustrated), **59.50**

SLEEP SHADE for the late sleepers or those bothered at night by artificial lights. Produces absolute darkness, but lets eyelashes move freely. Black sateen with adjustable head straps, **1.00.** Satin model with non-absorbent lining, for beauty cream users, in green, tearose, or blue, **2.00**



HYGIENIC TRAVEL PILLOW CASE – Thoughtful gift for a traveler or any sufferer from hay fever or "allergy". This cover assures a fresh, spotless pillow wherever he or she may be. Slips over the provided pillow. Closes with Talon fastener. Of Resosilk–odorless, waterproof easily cleaned. With Resosilk envelope in gift box, **2.00**

"PLAYS" YOU AWAKE! – This French musical alarm clock makes a charming gift for early risers who hate clanging, shocking alarms. Jewel movement, luminous dial. In shining chromium, **10.00.** Leather, **12.50**

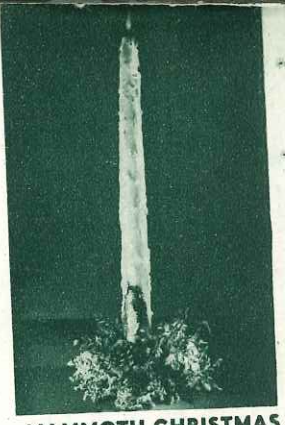


MOST ARTFUL LAMP – A gentle pull of the silk rope raises it to illuminate the entire room or lowers it to concentrate on your book. Diffusion bowl under ivory pleated silk shade insures glareless light. Ivory or silver plaque hangs readily on wall. Needs no wiring, merely plugs into base socket, **9.95.** Smaller model without diffuser, **5.95**

Lewis & Conger
6th Ave. at 45th St., New York
Telephone: VAnderbilt 6-2200

GLOWING CHRISTMAS WISHES

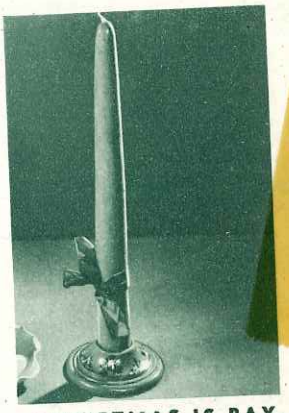
FLAME-COLORING FIRE MAGIC – Sure-fire hit with any open-fireplace fan. These little wax-like sticks melt and infuse the logs, coloring the flames with beautiful, brilliant colors that last a long time. Box of 36, **1.50**; box of 60, **2.50**



MAMMOTH CHRISTMAS CANDLE – So huge it will burn all through the holiday season, giving off a Christmasy fragrance of pine, and looking almost good enough to eat. Hand-moulded in the famous shop of Ajello. Cheery base is pine cones, evergreens and red leaves, **5.00**

DIXIE FIRE-LIGHTERS – They light at the touch of a match and set the logs blazing merrily—without any fuss or messy papers. Large Christmasy box of 80 briquettes, **2.75**

IMMUNE TO SPARKS – Know someone who loves an open fire, but fears that shooting sparks will damage a cherished rug? This brand-new Asbestos Hearth Rug would end his fear and double his enjoyment. Soft grey color, 26″ x 36″, **9.75.** 26″ x 48″, **11.75.** 26″ x 60″, **13.75**

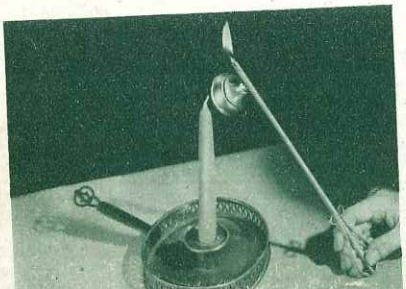


CHRISTMAS IS BAYBERRY TIME – The delightful fragrance of Bayberry candles belongs to the Christmas season. Have them for your table, mantel or window or send them as a "greeting" to someone! Tall 16″ Bayberry with holder in gift box, **1.50.** Smaller ones in boxes of four 12″, six 10″ or eight 7½″ candles, each box, **1.00**

PITY POOR MAN struggling toward fireplace clutching dusty, splintering logs to his chest. Restore his dignity with this Handy Wood Carrier and save his nice suit. Canvas, with rounded leather grips. Open, it measures 40″ x 30″. Green or brown, **2.25**

TWILITE GLO – Colors the dancing flames of your winter log fires with blues and greens and purples. Basket with 50 packages wrapped in colored cellophane, **3.85.** Refills, 50 for **2.75.** FLAME POWDER in maple bucket is sprinkled on with small copper scoop, **2.50**

DANCING RAINBOW LIGHT – One or two tosse on your open fire turn the flames into gorgeou greens, blues, purples. Lovely gift box of pin cones, bayberry sprigs, unusual seed pods, drift wood and bark, packed in moss – all impregnate with "Rainbow Lights". Large box, **3.95.** Sma box, **1.95**



LIGHTER AND SNUFFER – Accessory to the charm of a candle-lighted table! Wax taper for lighting, pushes through the long safe handle as needed. The little snuffer puts the candle out the neat, right way. 12″ long. With 12 extra tapers, **2.75**

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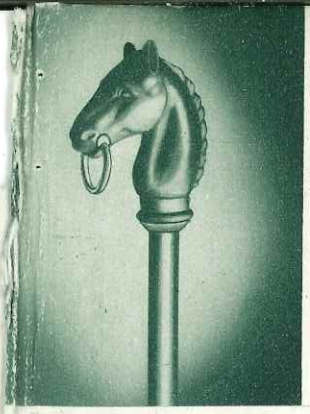
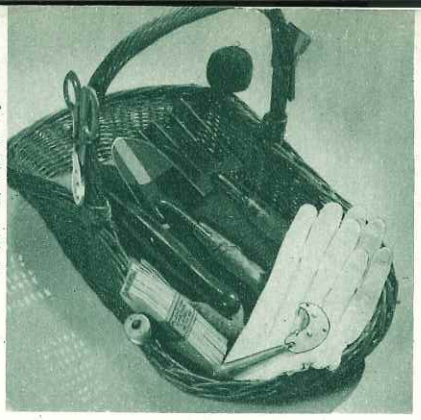
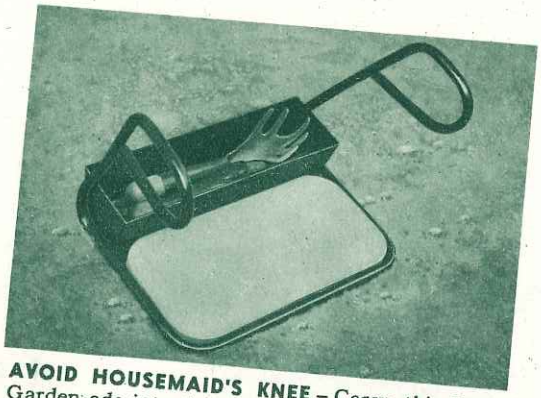


HORSE'S HEAD HITCHING POST – Copied faithfully from an old one found in Jefferson County, Kentucky. A picturesque touch from early America, for a country home of today. Cast iron, **15.00**

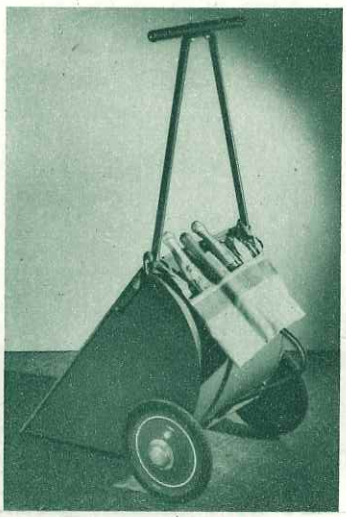


FITTED GARDEN BASKET – Its handy proportions and practical contents are highly approved by Garden Club members. Of woven willow, with kneeling mat, labels, five good tools and Kremeskin work gloves, **9.85**

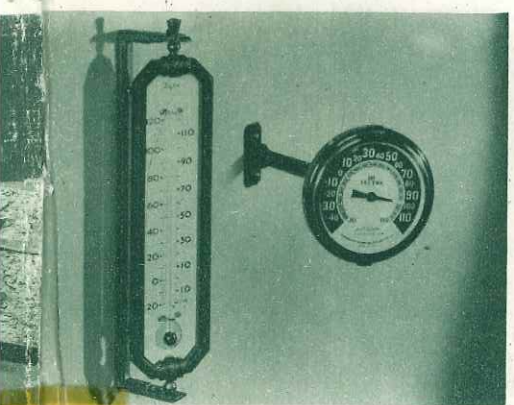


AVOID HOUSEMAID'S KNEE – Carry this little Garden-ade into the garden and kneel comfortably on its padded surface. Trough in front for tools or small plants. Handles to help you up and down, **2.95**

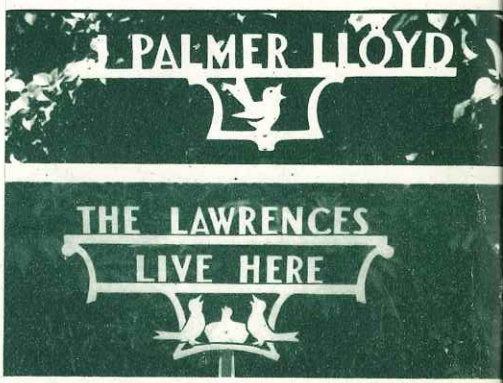
AVOID ACHING KNEES – This protecting garden apron has its own attached kneeling pad. Your lady gardener can flop down on her knees any time, the damp-proof pad protects her. With British trowel and fork, **4.95**; without tools, **3.75**



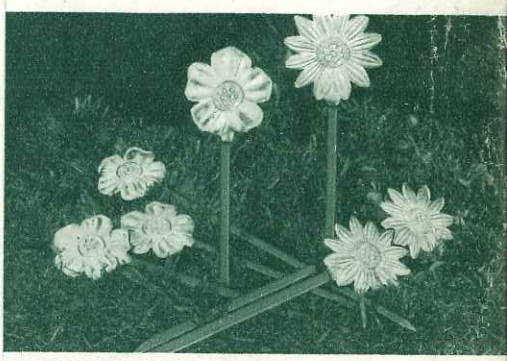
HANDI-CART FOR GARDENERS – Simplifies hauling of plants, earth, grass cuttings, leaves. Fill it like a dustpan; to unload, merely tip. Sturdy metal, rubber-tired wheels. Convenient long handle. With tool bag holding trowel, fork, dibble, flower shears and Kremeskin gloves, **8.95**; Handi-cart alone, **4.75**



NEED MORE ANTI-FREEZE? He can check up on Old Man Weather at a glance, when one of these accurate Thermometers is fastened outside the window. Both complete with brackets. Left, Taylor made instrument, easy-to-see numbers, bronze finish, **3.50**. Right, Luminous Dial permits night-weather checking too, **2.00**



NAME PLATES GUIDE GUESTS – Handsome aluminum signs bearing the name of Owner, Estate or Address. Lovely by day against plantings, these markers are surfaced to show up at night in the headlights of cars. Cast in one piece and fitted with metal stake. Pattern charge, **5.00** for 1 line; **7.50** for 2 lines; plus 2¼" letters, **30c** each.



DRIVEWAY MARKERS – Decorative lead flowers save your lawn by outlining curves in your driveway. Their glass discs reflect headlights. Drivers can't fail to see them, and stay on the road. Push the steel rods into the ground at intervals. Sunflowers or wild roses. Dozen, **7.50**

"PLEASE DRIVE WITH CARE" say these beautiful signs of highly polished aluminum which reflect headlights at night. Designed by Garret Thew, outstanding American artist. Children on Tricycle, 13" x 30" with 4" letters, **15.00**. "Careful of Our Dog", **10.00**

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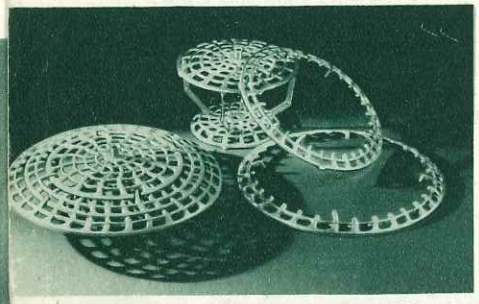
IF SHE LOVES FLOWERS

PLANTS FLOURISH WITHOUT SOIL in these amazing new Mineral Maid flower pots. Simply put bulb or growing plant into sand furnished with each bowl, add water with mineral concentrate below, and result is healthy vigorous growth, with only fluid to add every 1 to 4 weeks. With 2 oz. of concentrate, in white, blue or yellow: 8″ Urn, **4.85.** Bowl, 4″, **2.20;** 6″, **3.25.** Table Garden, **4.25.** Additional concentrate, 8 oz., **1.20**

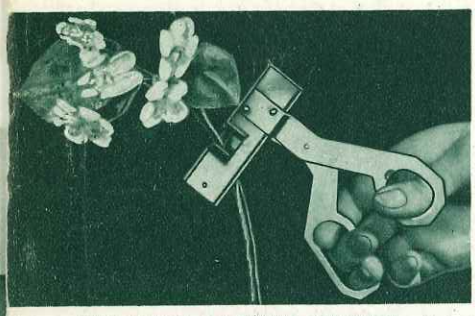
RAFFIA SCARECROW DOLL – Hang him up on any handy hook. Pull out his raffia strands to tie up plants. His burlap apron holds plant labels, **1.95**



VERSATILE FLOWER ARRANGER fits into low wide bowls by adding its two removable outer rings, and becomes higher for taller vases by straightening its jointed legs. Green, **2.95;** silver-plated, **4.95**

FOR BIGGER, BETTER FLOWERS – Place plants on this window-sill shelf – they'll respond generously to more sunshine. Plant Shelf attaches by cleats to the sill and adds 4 inches to it. Adjustable length, 24″ to 42″. Ivory or brown finished metal, with brass guard rail, **1.95**

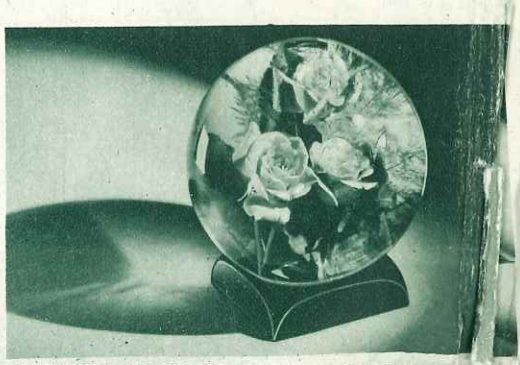
TO DISPLAY PRIZE PLANTS – This charming Flower Stand makes a decorative addition to living room or sun room. Handsomely designed, well-built of wrought iron and steel. Easily moved about on casters. Gleaming white. Two tier style, **6.75.** Three tier, **8.50**



WILT-LESS FLOWER CUTTER – Snips the stems with a clean diagonal cut – like a florist's. The stalk cells are not crushed, the stems absorb plenty of water – quickly. All this greatly increases the life of your cut flowers. Chrome, **2.00**

FLOWER DO-ER SET – Everything she needs for prize-winning flower arrangements. Shears, sprinkler, 5 needle-type holders, modelling clay, lead strap and wires for stems – all packed into flowered box to bring joy to a flower-lover! **4.50**

CUT FLOWERS LAST LOTS LONGER if you immediately plunge their stems into water in these twin green-enameled galvanized pails. Long handle makes them easy to carry as you pick, also saves stooping. Choice: pails of identical size or 1 tall and 1 short, **3.50**



FLOWERS LOOK LOVELY in this inverted bowl of clear glass filled with water; they last longer, too! An Aquaflorium is a gift of interest and great decorative charm. Black wooden stand; with 8″ bowl, **5.00;** 10″, **7.50;** 12″, **11.00**

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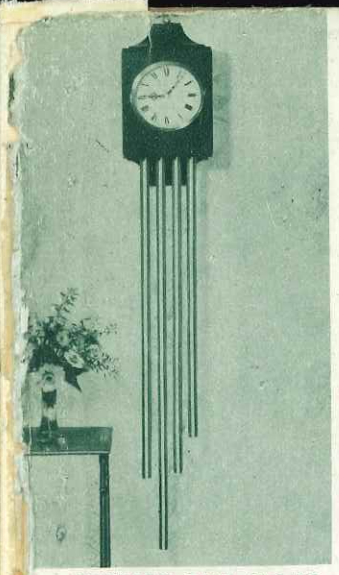
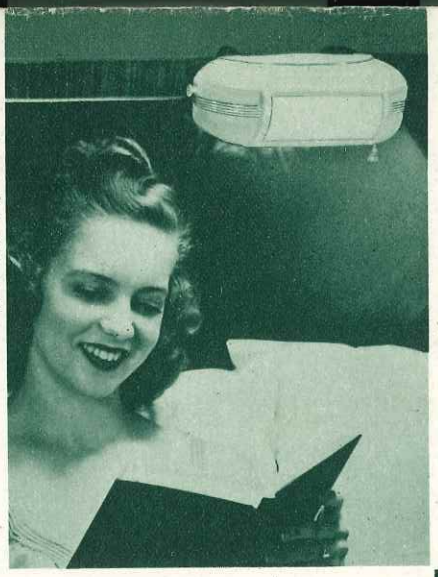
GIFTS TO ENJOY AT LEISURE

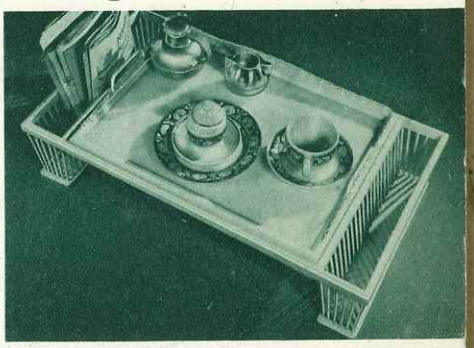


CHIMES THE HOUR – ANNOUNCES VISITORS–This electric clock is a doorbell chime, too, with an 8-note Westminster chime for the front door, 2 notes for the back door. Mellow notes from the same pipes strike the hour and half hour. Mahogany case, 69″ long, **59.50**



MODERN BED-LAMP, MINUS EYESTRAIN–Luxuray bed-lamp has a diffuser to screen out glare; the light is scientifically correct for reading. Hangs without screws on any bed; has extra outlet for clock or radio. Smart Plastacele in ivory or walnut finish. All for **1.95**

LUXURY AT BUDGET PRICES – Two lovely Couch Throws with costly hand-loomed air and satin bindings. Both are woven by North Star and are 100% fleece wool. Either, 54″ x 72″ in dusty rose, delft blue, cedar, tea rose. (Left), **4.95**; (Right), Heavier and therefore slightly warmer, **6.95**



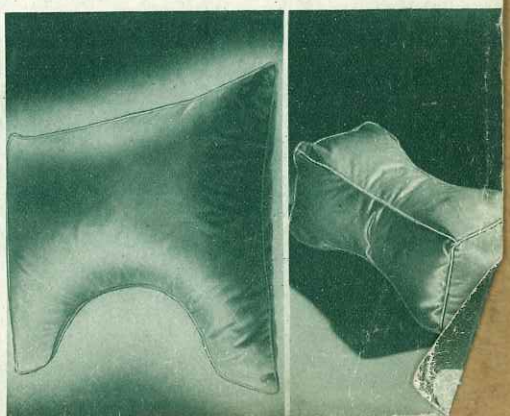
A BREAKFASTER IN BED will find this colored wicker Bed Tray charming. Fits comfortably over the body. Pockets at side for newspapers, letters, cigarettes. Center tray reverses for writing, too. Ivory, green or blue, **8.95**. With stationary tray, **6.95**

HUMIDIFY PARCHED AIR–Let's do something this Christmas to overcome the unhealthy dryness of heated indoor air. This new Walton electric Humidifier quietly dispels about 2 gallons of water in 10 hours. Blue or green pottery, **24.95**. Bronzed copper, AC, **39.50**; DC, **47.00**

TEA FOR TWO or solitaire for one – the Foldaway Table has dozens of uses. Measuring 19″ x 24″, it opens with one easy motion. It actually stands up when folded and fits into compact closet space. Hardwood finished in walnut or mahogany shade, **6.50**

LIGHT, MUSIC and BEAUTY combine harmoniously in this ingenious, glareless Lumitone lamp which conceals within its base a superb 5-tube radio rich in tone, wide in selectivity. Handsome lamp in ivory plastic, gold-trimmed, with shade of ivory taffeta. Radio and lamp operate on separate switches. AC-DC, **22.95**

ACCURATE, LEGIBLE, NEAT-LOOKING – these three essentials of good Bathroom Scales are combined in this Hanson. The high dial is easily read without bending double. Ideal for those who are nearsighted, and a help to anyone. White, **19.75**; with measuring rod, **27.25**



OUR FAMOUS CUT-AWAY PILLOW for better sleep! Cannot bunch around your neck. Goose down and feathers. Fits regular slips. Sateen, **5.95**; Celanese satin, **7.95**. COMFORTING TUCK-IN-PILLOW. She'll tuck it behind her neck or side or back – sleeping, relaxing or motoring. 12″ x 5″; sateen, **1.95**; satin, **2.75**

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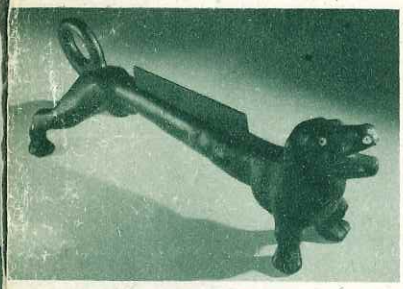
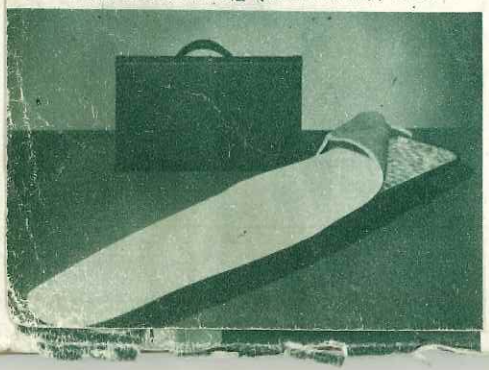
GIVE A BIT OF HOME

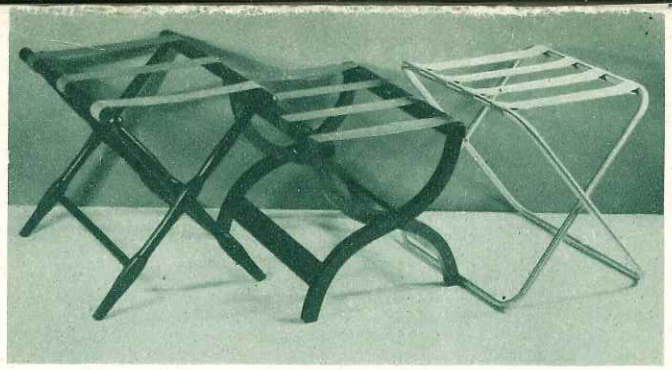
SELF-DAMPENING IRON – This amazing Steem-Electric Iron is so easy to use, it really makes ironing almost a pleasure. Film of steam prevents any scorch or burn, and actually *dampens the clothes as you press.* Banishes nuisance of sprinkling and pressing-cloths! Ideal for chiffons, metallics, rayons, woolens; Rejuvenates velvets. Automatic cut-off. AC only, **9.95**



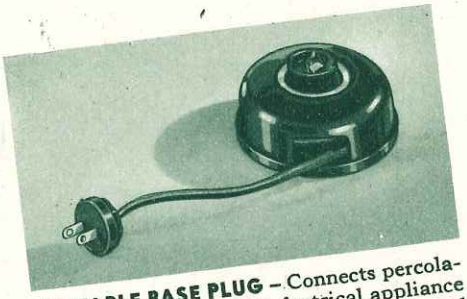
SCRATCH HIS BACK, and please the hostess by scraping the mud from your shoes before you enter. This appealing Dachshund footscraper could say Merry Christmas for you to some house-in-the-country friends, **6.50**

FOLD-IN-HALF Ironing Board provides a full 44" of ironing surface–but when folded, fits into suitcase or bureau drawer. Steel frame, light but strong, has aluminum top and short folding legs. With padded detachable cover, **4.95.** Folding travel-iron in suede bag (not shown), **4.95**



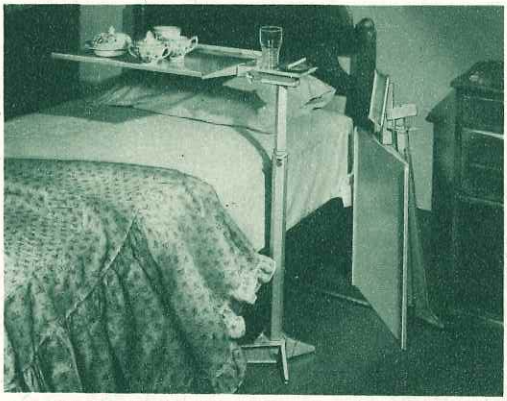


"SUITCASE GOES HERE" these luggage stands. So gift will save wear and tea her furniture and bedspre They simplify packing holding baggage steady at right height. Fold for stor (Left), Rounded-leg m mahogany, maple or wa finish, **3.95.** (Center), Cur leg model, same finishes, (Right), Feather-light An Aluminum with matc straps, **8.95**

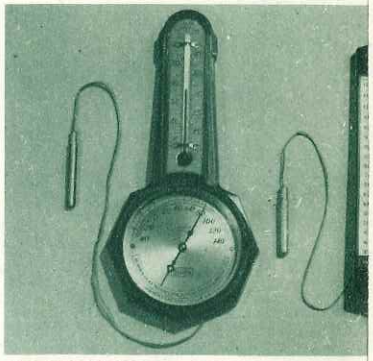


PORTABLE BASE PLUG – Connects percolator, waffler, or any other electrical appliance with a distant base plug. The 9½-foot cord reels up snugly in a neat Bakelite case of walnut or black, **2.00**

LAZY-SUSAN – Sitting in the center of table, and revolving at a touch, Susan h the family help themselves. For breakf and maid's night out it's perfect. Solid hogany or Walnut, 18" across, **8.50;** M **8.00.** Double-decker, Maple, **10.00;** Ma any, **10.50**

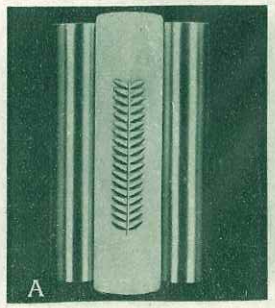


COMFOR-TABLE – Stretches its steady "Board" over bed or easy chair. Holds meals firmly level at any height, or books at any slant. Weighs only 8¼ lbs. Folds for storage. Ivory, green, or dark brown, **5.95**



TEMPERATURE – INDOORS AND Double thermometers these! Their mission cords bring reports from the window and register on one of t dials. The other dial reports the te tur inside. (Left) Green or walnut bak ite, 11" high, **10.00.** (Right) 9½" 2¼", **6.00**

CHARMING SEWING CABINET–Gracefully designed in walnut finish with bronzed handles. Opens without moving anything placed on top. Upper "drawer" is a handy revolving tray holding spools of cotton, needles, thimble, scissors, darning cotton. Deep drawer below for stockings, patterns, sewing materials, **15.95**



STOP DOORBELL NERVES – Any from the doorbell's irritating b-r- doubly delight in these melodious chimes (easy to install). Of ivory both play one note for rear door; plays 2 notes for front door, **3.95** "B", with 3 brass tubes, plays full chime, **9.95.** "B" in English bronze **11.95**

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Merry Christmas

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